



# TravelAgent

**The most** widely read magazines

**The most** trafficked websites

**The most** attended live events in the industry

Published every two weeks, Travel Agent magazine touches an audience of **50,092** travel professionals with daily, weekly and online delivery of news, destination information, featured supplier channels, educational sessions and much more.

**Travel Agent touches more travel agents than anyone else in the industry!**



## AUDIENCE SNAPSHOT

Travel Agent magazine:	<b>50,092*</b>	Hawaii & South Pacific Newsletter:	<b>11,000+ **</b>
Travel Agent University members:	<b>77,982*</b>	Mexico & Latin American Newsletter:	<b>11,000+ **</b>
Daily newsletter:	<b>16,000+ **</b>	Top Ten Newsletter:	<b>11,000+ **</b>
Caribbean newsletter:	<b>14,000+ **</b>	Las Vegas Newsletter:	<b>11,000+ **</b>
Cruise Newsletter:	<b>16,000+ **</b>	Home-Based Travel Agent newsletter:	<b>18,000+ **</b>
Europe Newsletter:	<b>12,000+ **</b>	<b>Total Duplicated Reach:</b>	<b>289,026*</b>

## Survey Methodology

**Instrument:** The corporate research department drafted and fielded a reader survey questionnaire.

All Travel Agent readers were invited to participate in the survey.

Survey yielded 793 responses.

Launched February 3, 2011

\* Source: Verified Audit Circulation Statement, Numbers reported from the actual analyzed issue

\*\* Source: Publisher's own data

# TRAVEL AGENT READER PROFILE

## Active Sellers

**96.5%** are directly involved in selling travel

**62.9%** expect to see between a 6%-20% increase in travel volume booked in 2011

## Detailed Findings

### Booking Habits:

Leisure Travel	Business Travel	Group Travel	Meetings/ Incentive
<b>93.2%</b>	<b>38.0%</b>	<b>60.7%</b>	<b>14.8%</b>

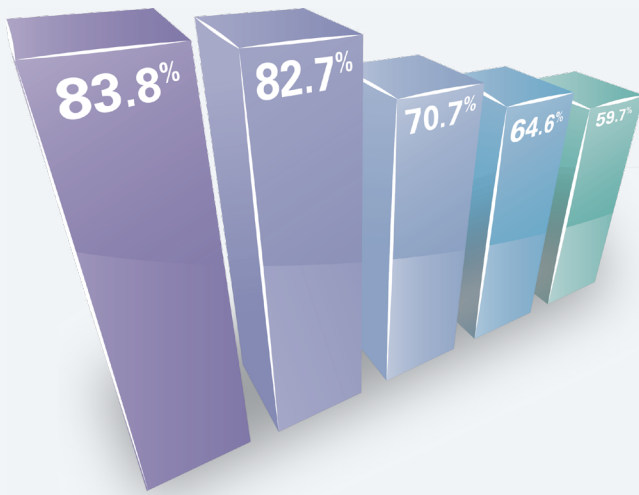
## The Average Respondent

- ▶ Spends a minimum of 30 minutes reading Travel Agent
- ▶ Keeps Travel Agent for future reference (6 months to 2 years+)
- ▶ Finds Travel Agent very useful as a source of information about properties/destinations
- ▶ Passes along their copy of Travel Agent to 1-3 colleagues for a maximum reach of 153,825 travel agent professionals
- ▶ Chose Travel Agent as the #1 publication that addresses their needs as agents and gives them the information they need to recommend and book travel experiences for their clients followed by Travel Weekly, Recommend, Vacation Agent and Travel Agent West
- ▶ Picked Travel Agent as the #1 authority on destinations, cruises and hotels in the industry
- ▶ Spends 75 minutes per week on average with Travel Agent products

## Actions taken based on advertising seen in Travel Agent:

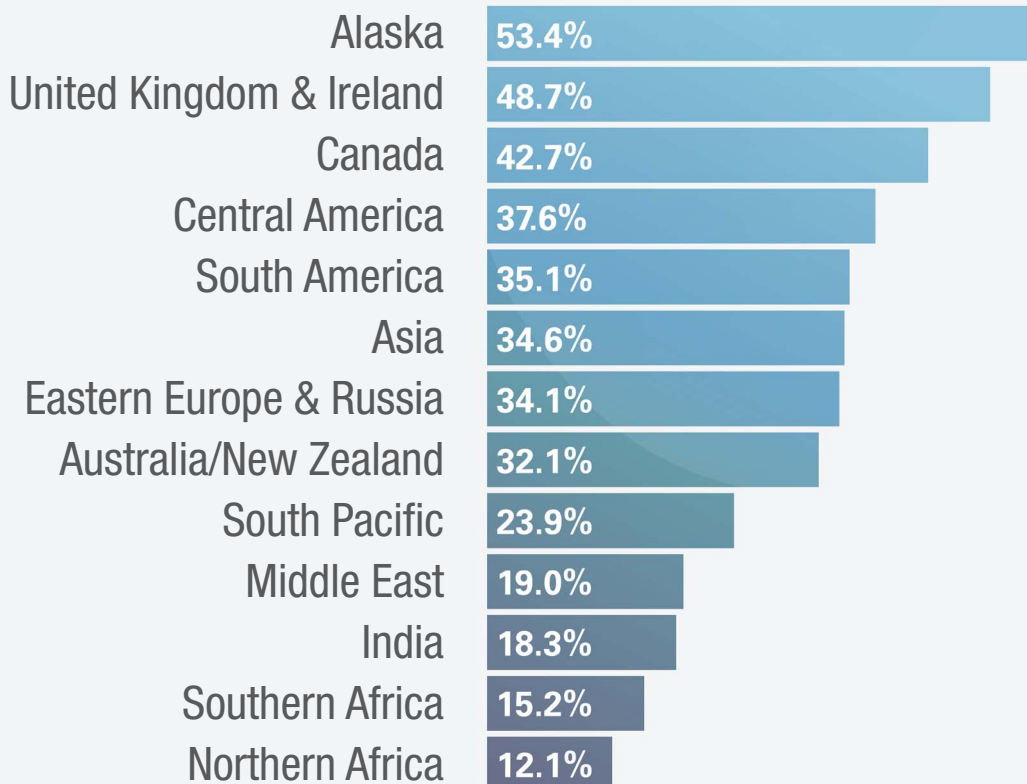
Visited a supplier website	<b>81.5%</b>
Called supplier 800 number	<b>47.1%</b>
Recommended product/ destination/ property/ service to client	<b>58.4%</b>
Booked destination/property	<b>51.9%</b>
Passed information on to a colleague	<b>48.5%</b>

## TOP FIVE DESTINATIONS BOOKED OVER THE LAST 12 MONTHS:

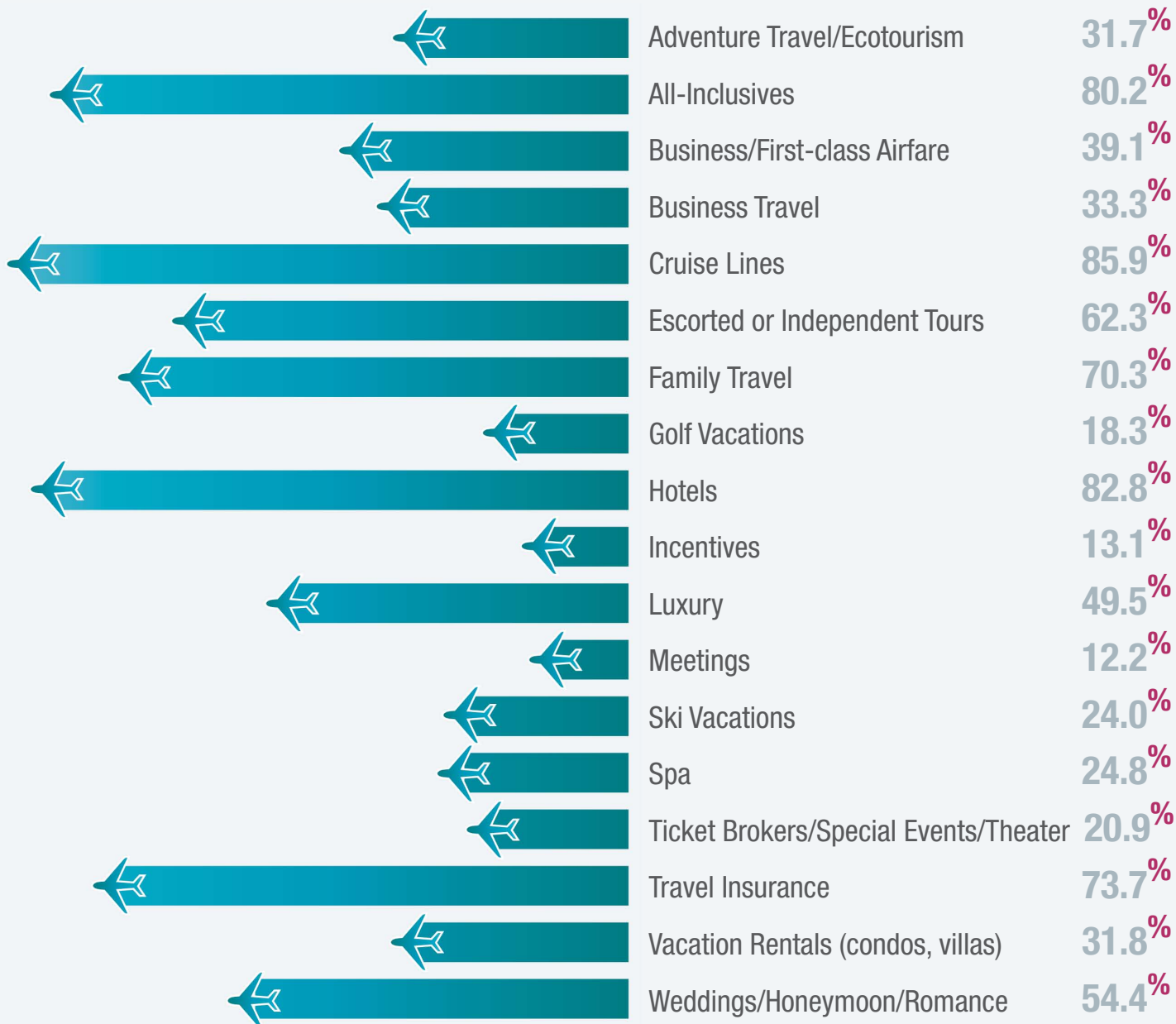


Continental USA	83.8%
Caribbean	82.7%
Mexico	70.7%
Hawaii	64.6%
Western Europe	59.7%

## DESTINATIONS BOOKED OVER THE LAST 12 MONTHS:



# TYPES OF TRAVEL BOOKED:



# READER FEEDBACK ON HOW TRAVEL AGENT MAGAZINE HELPS THEM ON A DAILY BASIS

Travel Agent answers many concerns that I have about things I need as an agent and makes suggestions on how to increase my business.

As a fairly new seller of travel, I have found the magazine's a great tool to learn about travel and help others when choosing where and how they want to go to.

As a home-based agent it has become a very valuable resource. It is not possible to keep up with every travel product. Reading Travel Agent gives me the information I need to do further research or to use as a future resource.

Having been in this profession for over 46 years, I have ALWAYS relied on the up-to-date and succinct information in Travel Agent magazine. No one else compares!

Excellent on keeping us posted on the latest news and reviews of hotels and destinations.

I find it user friendly and you can expect to find the information you need. I enjoy both the digital and hard editions.

I find Travel Agent magazine to be very informative about destinations, hotels, etc. This magazine is a great reference tool for me when I need to go back and research.

It's at the top of my list. I read every copy as soon as it arrives. It's offers the best, in depth coverage for current destinations and trends.

I have consistently found Travel Agent magazine to be the most thorough, readable, interesting and informative of all the travel publications I receive. There is a wide breadth of information on subjects that are both practical for the agent in managing his/her time and resources, and informative in terms of travel locations, properties and types.

Travel Agent magazine helps keep me on the cutting edge of the current travel industry.

I like Travel Agent for keeping up-to-date about travel industry issues, destinations. It also helps me to be able to make suggestions to my clients. I learn about so many places that I haven't had the opportunity to visit.

Without Travel Agent magazine I would be lost, with Travel Agent magazine I can see the world.

The magazine is particularly helpful when I'm looking for a vendor to help with a specific client need.

Travel Agent Magazine is to the point, very informative, has great photos and a tremendous amount of details on a property, location and in depth where the additional knowledge makes it easy to present to clients. Love the magazine, keep up the great work!