

Travel Market Report's Distribution Outlook 2025





The Travel Market Report

Distribution Outlook 2025 is Here!



Your expertise and insights have always been the driving force behind the ever-evolving travel industry. That's why your participation in Travel Market Report's annual research played a crucial role in shaping the highly anticipated Distribution Outlook 2025.

Discover the latest trends, essential statistics, and valuable insights on how Travel Advisors like you are embracing new marketing techniques, staying updated on products, and delivering exceptional service to clients. This comprehensive report will equip you with the knowledge and tools needed to thrive in the years ahead.

Thank you for being an integral part of this impactful report! Together, let's continue to pave the way for a brighter future in travel.

LETTER FROM THE EDITOR



Dear Travel Advisor,

It's time once again for our most important project of the year—our annual Distribution Outlook.

This year's report, like those in years past, examines what's happening inside the travel industry, which trends and movements are gaining momentum among travel advisors and agency owners, and how the industry is adapting to a rapidly changing landscape.

There are many familiar data points that advisors will want to note, including trending destinations, top sales-driving segments, the most common client types, preferred communication methods, and much more.

This year's survey also introduces new data points that we hope will help the industry adapt and define itself in the coming months, including how many independent contractors identify as owners, how advisors find their host agency or consortium, and how they want to be positioned in the future.

This is always a major undertaking for the team at TMR, but we recognize it's an even bigger task for our readers who took the time to help us compile the data. We'd like to extend a special thank you to those readers, as well as BranchUp, who sponsored the research.

We are proud to call ourselves the Voice of the Travel Advisor, and our mission will always be to serve the agency community. We hope you find this report, and the insights inside, valuable in your own business-building efforts.

Sincerely,

Daniel McCarthy

Vice President, Editor-in-Chief

Travel Market Report

2024

← KEY FINDINGS



- ★ Seven out of 10 advisors said that they specialize in ocean cruises. Family/multi-generation travel (66%) and specific destinations (60%) are other top specializations.
- ★ Alaska (77%), Hawaii (72%), and Florida (63%) are the most popular U.S. destinations, said advisors. The Caribbean-Bahamas (85%), Europe (85%), and Mexico-Central America (83%) are the most popular non-U.S. destinations.
- ★ Ocean cruise contributes to 23% of advisors' annual gross sales, and the share of all-inclusive vacations is 21%.
- ★ Almost 9 out of 10 advisors plan to sell to affinity/clubs, and to nuclear families in the next 24 months.
- ★ Eight out of 10 advisors are affiliated with consortia, marketing groups or host agencies.
- ★ Preferred commissions with supplier (84%), customer service (69%), and exclusive promotions (66%) are the most important factors for advisors while choosing a host agency.
- ★ Four out of 10 advisors said that they find host agencies based on referrals from a friend, colleague or advisor. Host agency website (30%) and a web search (8%) were other means.
- ★ Nearly 50% of the advisors said that they pay an annual fee of up to \$500.
- ★ One out of 2 advisors said that they pay a commission of between 11% and 30% to the host agency.
- ★ Nearly 50% of the advisors said that they charge a service fee.
- ★ Word of mouth referrals (87%) are the most popular lead generation channels for advisors, along with current/past clientele (77%), and social media (60%).
- ★ Almost 100% of advisors use text messaging to stay in touch with clients. Ninety-five percent use emails and phone calls.
- ★ Six out of 10 advisors use Facebook messenger for communication. Thirteen percent of advisors still don't use any messaging apps.
- ★ Eighty-one percent of advisors generate their own social media content. Fifty-six percent of advisors said that they share between three and 10 posts in a week.
- ★ Eight out of 10 advisors said that they have their own website. Of these, 65% said that the site is hosted by them or a third-party platform.
- ★ Quality of call center operations (74%), client needs (68%), and destination expertise (65%) are the most important factors in selecting a supplier, said advisors.
- ★ One in 2 advisors said that they would like to learn the best practices of other advisors to help grow their business.
- ★ Six out of 10 advisors are independent contractors/advisors with a host agency or franchise or a consortium.
- ★ Forty-five percent of the advisors said they have 21 years of travel sales experience or more.
- ★ More than 60% of advisors said that they expect a double-digit growth in annual gross sales in 2025.
- ★ FAM Trips (83%) and virtual training (79%) are the most preferred training formats.
- ★ Product specialization and social media training are the most preferred training programs.

TABLE OF CONTENTS

LETTER FROM THE EDITOR.....	3
KEY FINDINGS	4
INTRODUCTION	6
METHODOLOGY.....	7
DISTRIBUTION TRENDS	8
ADVISOR AFFILIATIONS	13
ADVISOR'S PROFILE	30
TRAINING NEEDS.....	36
AFFILIATIONS MATTER.....	38
CONCLUSION	41

TABLE OF CHARTS

1. Product Specialization.....	8
2. Destinations Sold: U.S. Destinations / Non-U.S. Destinations	9
3. Annual Gross Sales, Share by Product (%).....	10
4. Past Performance & Outlook By Client Segments	12
5. Agency/Advisor Affiliations, Share (%)	13
6. Factors Determining The Choice Of Host Agency	14
7. Mediums Used To Find Host Agency	15
8. Annual Fees Charged By Host Agency, Share (%)	16
9. Commission Paid To Host Agency, Share (%)	17
10. Advisors Charging Service Fee, Share (%)	19
11. Started Charging Service Fee Since, Share (%)	19
12. Factors Determining The Choice Of Consortium/Franchise/Marketing Group	20
13. Future Affiliation Preferences.....	21
14. Lead Generation Channels For Advisors.....	22
15. Modes Of Communication Used By Advisors: Client Side Communication / Supplier Side Communication ..	23
16. Messaging Apps Used By Advisors.....	24
17. Number Of Weekly Social Media Posts, Share (%)	25
18. Methods Of Generating Social Media Content.....	25
19. Advisors Having Their Own Website, Share (%)	27
20. Method Of Hosting Own Website, Share (%)	27
21. Factors Determining Selection Of Supplier.....	28
22. Assistance Needed In Growing The Business	29
23. Business Classification, Share (%).....	30
24. Agency/Advisor Position, Share (%)	31
25. Agency/Advisor Position & Affiliation, Share (%).....	31
26. Years Of Travel Sales Experience, Share (%)	32
27. Anticipated Change In Annual Gross Sales, 2025 Vs. 2024, Share (%).....	33
28. Annual Gross Sales By Business Type & Years In Business, Share (%).....	34
29. Advisor Training: Preference By Formats.....	36
30. Advisor Training: Preferred Training Programs.....	37
31. Trade Association Affiliation, U.S. Advisors (%)	38
32. Trade Association Affiliation, Canadian Advisors (%)	38
33. Agency/Advisors Affiliation – U.S. (%)	39
34. Agency/Advisors Affiliation – Canada (%).....	39

INTRODUCTION



Is tourism growing in the U.S.? The short answer is yes.

The long answer is that the demand for outbound tourism in the U.S. is expected to be valued at \$108.81 billion in 2024 and outbound tourism is expected to progress at a CAGR of 14.2% through 2034¹.

What it means outside of the numbers is that travel is picking up and anyone who can, is traveling. Advisors are reflecting this outlook as well. In the past few years, there has been a concerted effort to expand the travel base beyond the Boomers and empty nesters—especially in previously considered niche segments such as ocean and river cruise—and create an experience to suit many needs and interests. The industry has curated experiences for solo, women-only and LGBTQ travelers.

Of course, in the age of social media, travel has not needed much convincing. Yet, the question has been about how advisors can harness the power of social media for their own growth. The many TMR Outlooks in the last few years have shown the increased adoption of digital tools by travel advisors and we go deeper into digital presence and social media marketing in this one.

The travel community has always been fueled by its human connection and, even today, advisors look to each other to gain insights into growing their business. It is this feeling of community that each Outlook hopes to foster.

This TMR Outlook on Distribution Trends aims to bring together an overarching perspective on the industry, so that advisors across age and years of experience, can tap into the growing trends, for theirs and the industry's growth! Within the report you'll find current trends and best practices in terms of training, favored affiliations, their associated benefits, and reasons for choosing them.

¹ <https://www.futuremarketinsights.com/reports/us-outbound-tourism-market#:~:text=The%20demand%20for%20outbound%20tourism,CAGR%20of%2014.2%25%20through%202034.>



METHODOLOGY

This online survey was conducted by Travel Market Report in October-November 2024.

A total of 744 travel advisors from across the U.S. and Canada participated in the survey. Of this, 81% were from the U.S. and 19% were from Canada. The aggregated results and analysis presented in this report are based on the responses of these advisors. Discrepancies or nuances in the analysis are highlighted, wherever applicable. The frequent comparisons drawn are taken from Travel Market Report's Outlook on Distribution Trends, 2020 and Travel Market Report's Outlook on Distribution Trends, 2024.





DISTRIBUTION TRENDS



Are we seeing the beginning of the end of specialization in the travel market? Compared to the previous outlook, in this TMR Outlook on Distribution Trends, advisors appear interested in selling to whatever travel segment that they can.

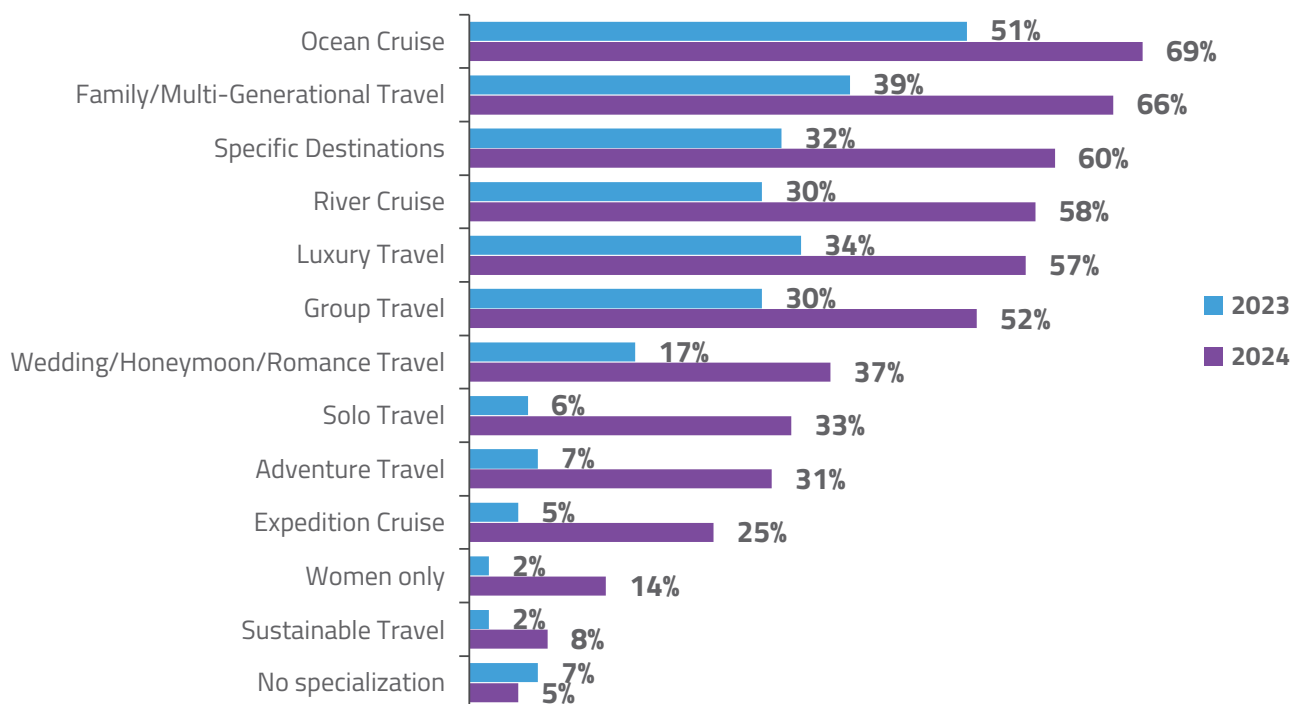
Ocean cruise, family/multi-generational travel and specific destinations, along with river and luxury cruise are currently the most favored by advisors. There is a sharp rise in interest in solo, adventure and women-only travel—from single-digit percentages in 2023 to as much as 33% for solo travel. This is a possible effect of the increased offerings by cruise lines to cater to solo and niche groups, especially women travelers².

One advisor shared,



I started my travel career in Meetings and Incentives and this business is somehow making its way back into my daily task after a few decades.

PRODUCT SPECIALIZATION



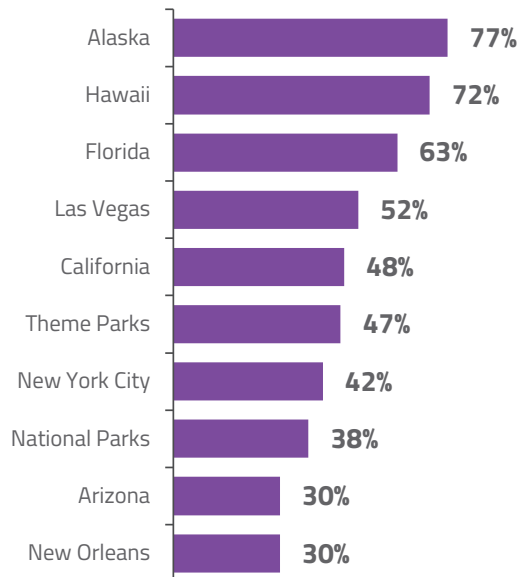
² <https://www.independent.co.uk/travel/news-and-advice/cruise-lines-women-only-sailings-b2634215.html>



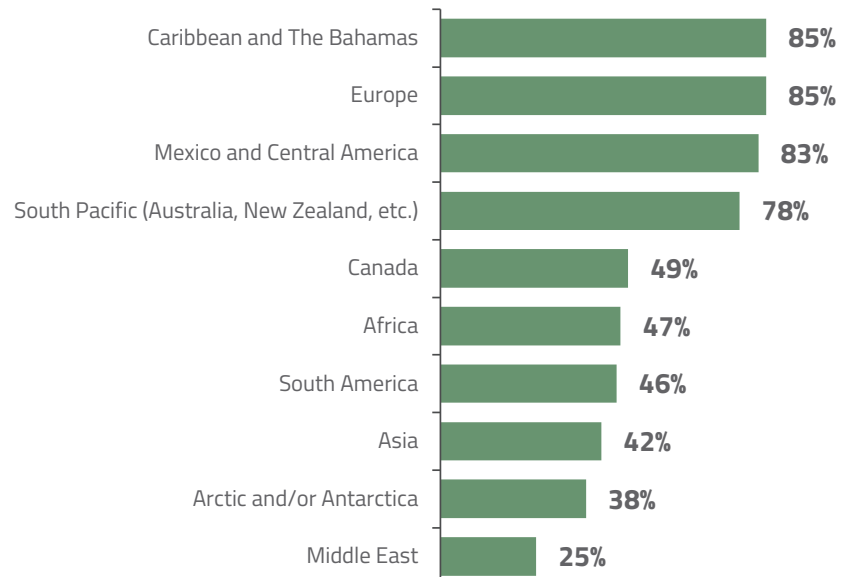
DISTRIBUTION TRENDS

DESTINATIONS SOLD

U.S. DESTINATIONS



NON-U.S. DESTINATIONS



Alaska (77%), Hawaii (72%), and Florida (63%), are the most popular destinations within the U.S. advisors said. Among the destinations outside the U.S., the Caribbean-Bahamas (85%), Europe (85%), and Mexico-Central America (83%) continue to be favored. There has been a big jump in the interest in the South Pacific (which includes Australia and New Zealand) with nearly 8 out of 10 advisors saying that they have sold these destinations in the current Outlook, compared to one out of two advisors who had said that they sold these destinations in the previous Outlook.

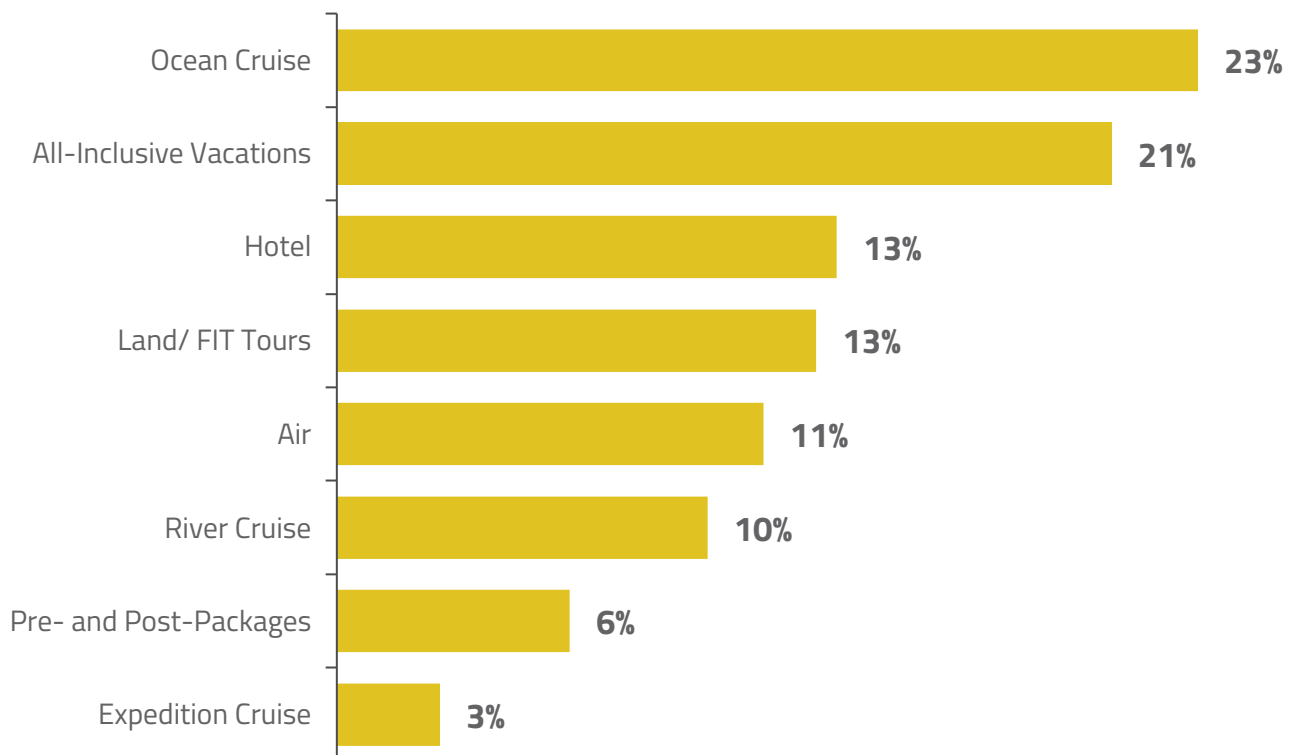


DISTRIBUTION TRENDS



Cruises are the highest selling category, with advisors saying that 40% of their annual gross sales come from ocean (23%), river (10%) and expedition cruises (3%). All-inclusive vacations (21%) also contribute to a significant share of the sales.

ANNUAL GROSS SALES, SHARE BY PRODUCT (%)





☒ Facebook ☒ Instagram ☒ LinkedIn ☒ Email Marketing

< > today

Nov 17 – 23, 2024

day week

Sun 11/17	Mon 11/18	Tue 11/19	Wed 11/20	Thu 11/21	Fri 11/22	Sat 11/23
<p>12:08PM </p> <p>Begin and end in...</p>	<p>3:03PM </p> <p>Zodiac cruising - ...</p>	<p>1:51PM </p> <p>Presenting: Pers...</p>	<p>9:33AM </p> <p>The vibrant, colo...</p>	<p>3:32PM </p> <p>Don't miss out—...</p>	<p>3:02PM </p> <p>Snowshoe excur...</p>	<p>2:19PM </p> <p>Stroll through ch...</p>
<p>1:01PM </p> <p>Be among one of...</p>	<p>5:04PM </p> <p>Book your drea...</p>		<p>5:47PM </p> <p>Glide through Ve...</p>	<p>4:00PM </p> <p>2024-11-21-ti-us...</p>	<p>5:11PM </p> <p>Ready to indulge...</p>	

Your BranchUp Social Media Marketing Calendar

Top performers know, "if it's in your calendar, it gets done." That's what makes BranchUp Marketing Calendar so helpful.

You can view, plan, organize, and edit your marketing all in one place with a consolidated view of Facebook, Instagram, LinkedIn, and your client Newsletter.

Not a BranchUp member yet? [Start here](#)

Plus, upgrade to PRO and get enhanced schedule controls, an AI assistant to help your own posts, and of course Instagram Reels and Posts.

BranchUp PRO includes everything in your FREE membership plus;

- ✓ Personalized Instagram Reels and Posts
- ✓ Custom Hashtags
- ✓ Post Frequency Controls
- ✓ AI Assistant to Create Posts in Seconds
- ✓ Links to Your Appointment Calendar

Just \$149 per year

Not a BranchUp member yet?

[JOIN FOR FREE AT BRANCHUP.COM](https://branchup.com)

Currently a member of BranchUp?
Login and upgrade!



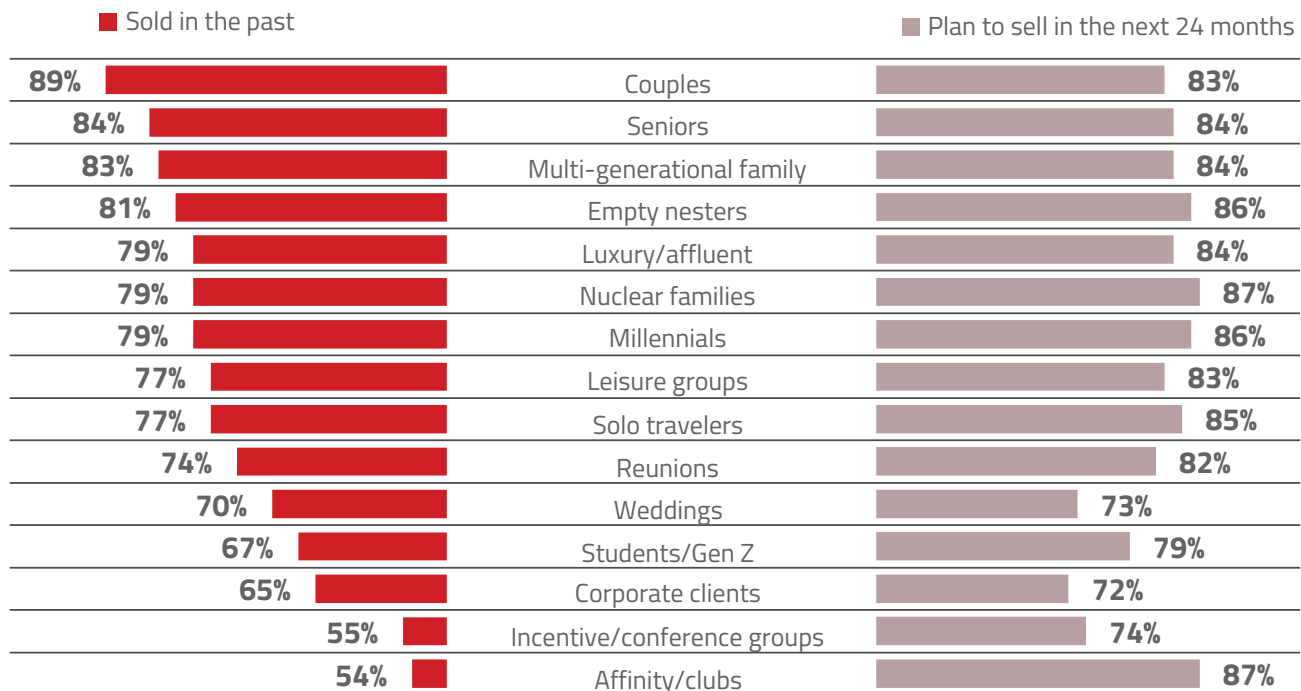
DISTRIBUTION TRENDS



Over the last few years, the trend has leaned towards expanding the client base. Where earlier the ideal ocean cruise client was an older demographic, we have seen an increase in millennials and multi-generational family groups using travel as a means to spend more time with each other. Advisors are now open to looking at a variety of client segments from incentive/conference groups (74%), to even wedding parties (73%).

Affinity/club groups (87%) will see a more targeted approach in the next few years with advisors across the last few TMR Outlooks saying that they hope to expand their base in this segment.

PAST PERFORMANCE & OUTLOOK BY CLIENT SEGMENTS



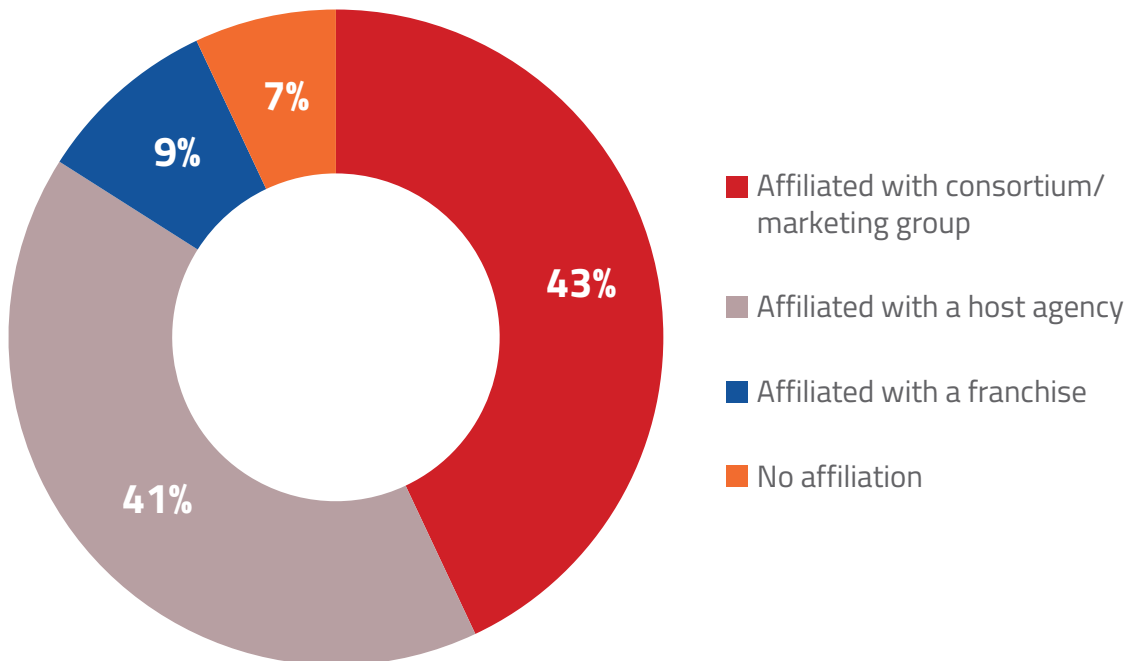


ADVISOR AFFILIATIONS



Four out of 10 advisors said that they are affiliated with a consortium/marketing group, and another 4 out of 10 advisors said that they are affiliated with a host agency. Less than 1 out of 10 advisors said that they have no affiliations.

AGENCY/ADVISOR AFFILIATIONS, SHARE (%)





ADVISOR AFFILIATIONS

A few years ago, most travel advisors had complaints about customer support of host agencies, which many TMR Outlooks have highlighted. Their voices have been heard and there has been a consistent effort to improve and upgrade back-office services which can be seen in the current TMR Outlook.



Compared to 82% in the 2024 Distribution Outlook, only 69% of the advisors in the current Outlook shared that the support/customer service of host agencies was a factor while choosing which one to affiliate with.

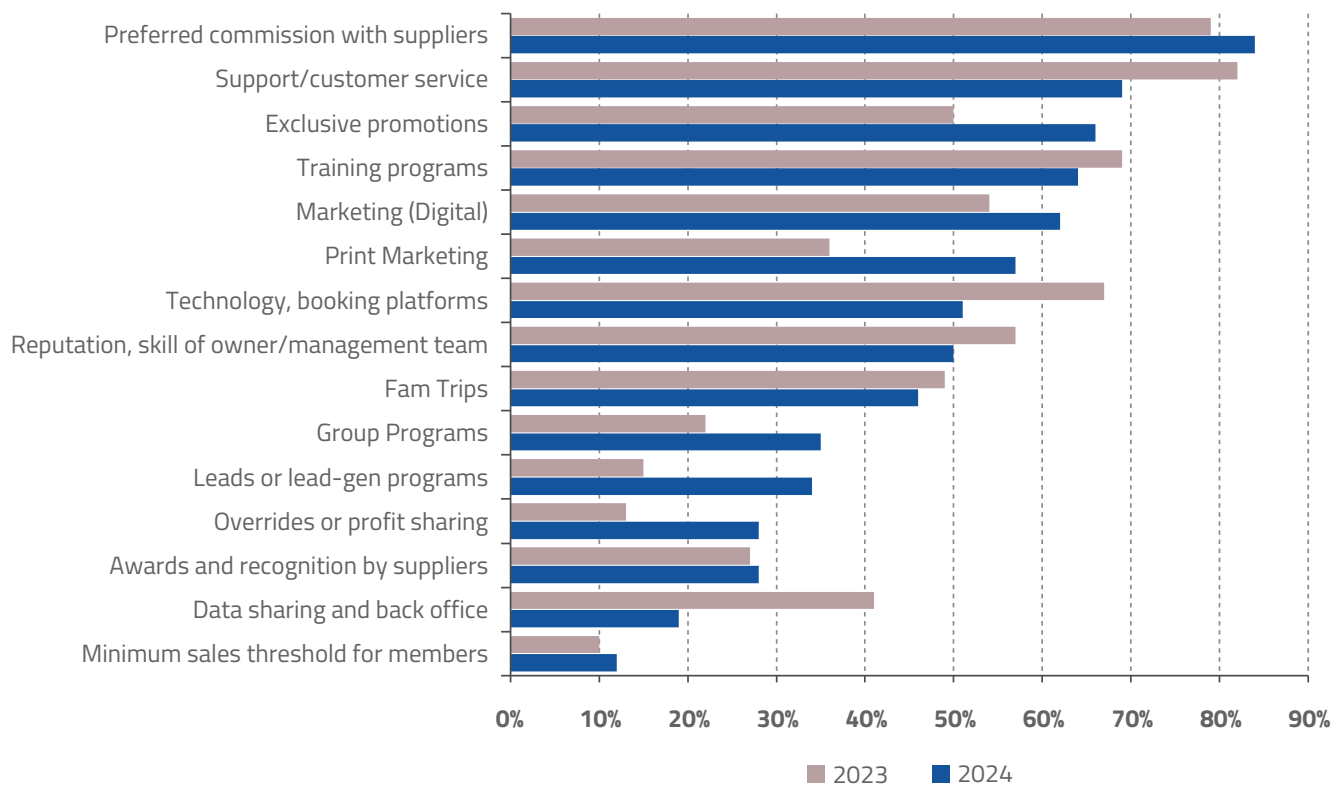
Commission with suppliers (84%) and exclusive promotions (66%) are two other important factors determining the advisors' choice. Help in digital marketing has made a leap with 6 out of 10 advisors sharing that it's an important factor while picking a host agency, compared to 5 out of 10 advisors in the previous Outlook.

One advisor said,



A sense of community is the most important feature in a host agency.

FACTORS DETERMINING THE CHOICE OF HOST AGENCY





ADVISOR AFFILIATIONS



Host agencies play an important role for travel advisors, especially independent contractors and smaller organizations by providing resources such as marketing, training, back-end technology, payment processing, and booking platforms.

But how does an advisor decide which host agency to affiliate with?

Most advisors said that they base their decisions upon referrals from those in the industry (47%), the host agency's website (30%) or trade media (8%). With the rise of digital presence in the last few years, web searches (8%) and social media (7%) have also begun to play a key role in making this decision.

MEDIUMS USED TO FIND HOST AGENCY





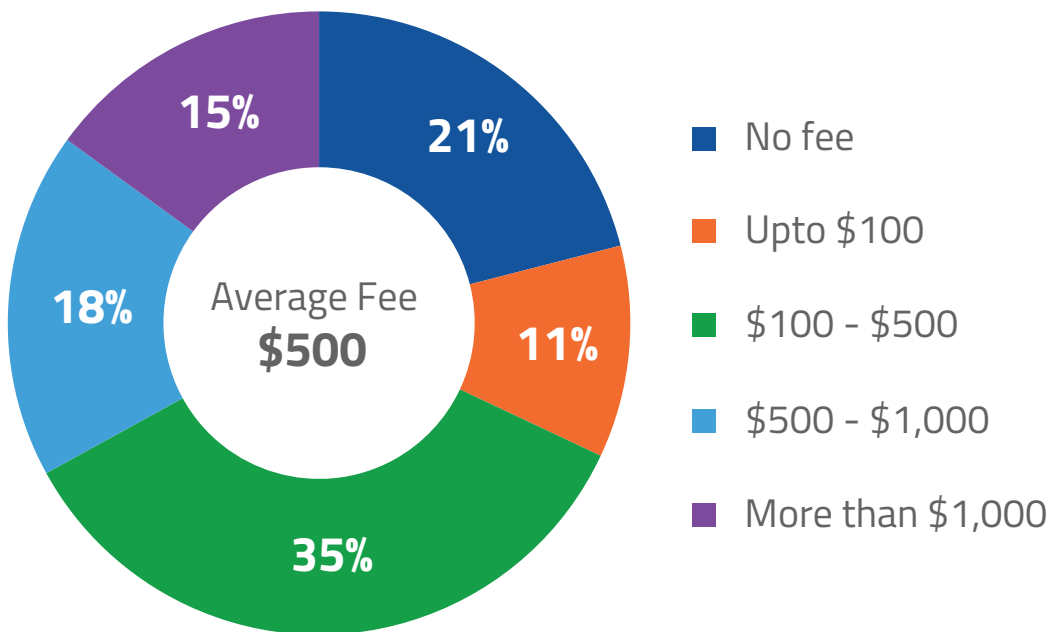
ADVISOR AFFILIATIONS



A host agency will typically want to do everything it can for its travel advisors to be successful. They want more advisors to join the industry, they want to upskill the advisors to help them grow and stay in business. In return, advisors pay an annual fee to continue to access these services.

The average annual fee charges by host agencies is \$500. Two out of 10 advisors said that their host agencies charged no fee, almost 1 in 2 advisors said that they paid their host agencies an annual fee of up to \$500.

ANNUAL FEE CHARGED BY HOST AGENCY, SHARE (%)





ADVISOR AFFILIATIONS



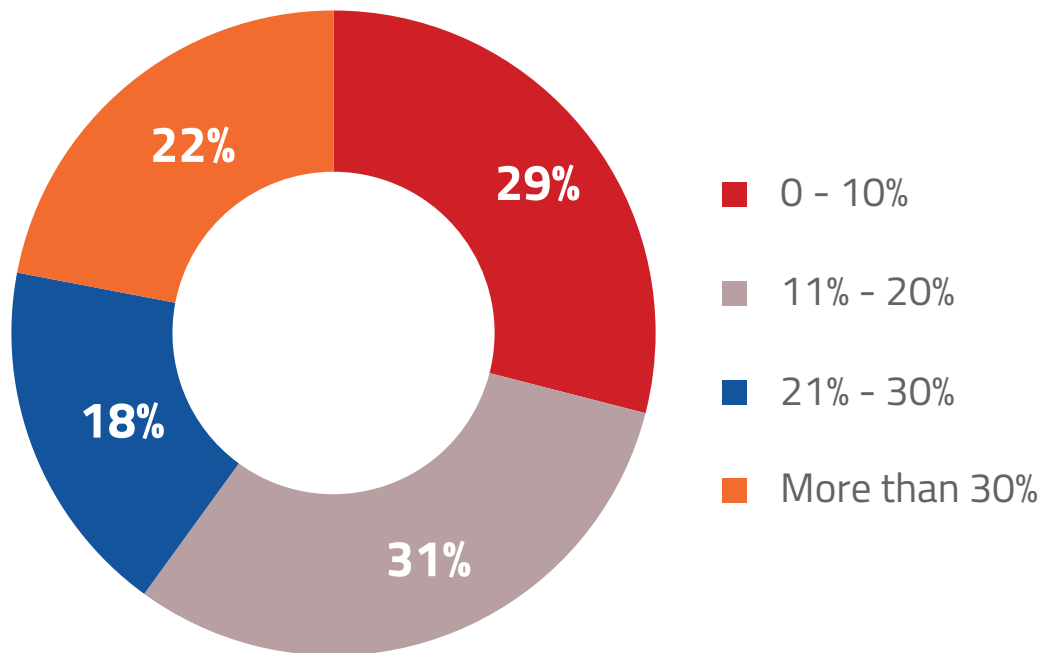
The share of advisors paying 21% to 30% commission of their sales to the host agencies has dropped marginally from 44% in the 2024 TMR Outlook to 40% in the current Outlook.

One advisor said,

“

Commission ranges from 80% - 100% and is based upon type of customer, and whether the vendor is a preferred vendor or not.

COMMISSION PAID TO HOST AGENCY, SHARE (%)





Are you dreaming about buying more time?

In his book "Buy Back Your Time", author Dan Martell explains the power of delegating to fill your time with higher-value tasks that light you up and make you more money.

The math is simple. Whatever you consider your hourly rate, divide that by four – that is your Buy-back Rate. According to Dan, it's optimum to get four times the ROI. So, someone earning \$40 an hour, can pay \$10 to offload tasks.

The takeaway? At less than \$3 per week, BranchUp PRO is worth the investment to buy back your time spent searching for Instagram content to post. Not to mention all of the other included features.

In fact, you can go from spending hours to about 20 minutes per week managing your social media marketing calendar.

BranchUp PRO helps you stand out and save time:

- ✓ Instagram Reels and Posts
- ✓ Custom Hashtags
- ✓ Post Frequency Controls
- ✓ AI Tools
- ✓ Client Appointment Booking Calendar Link

Just \$149 per year

Not a BranchUp member yet?

[JOIN FOR FREE AT BRANCHUP.COM](https://branchup.com)

Currently a member of BranchUp? Login and upgrade!





ADVISOR AFFILIATIONS



One can see a steady rise in the adoption of service fees. Today, one out of two advisors charge a service fee. The models of charging, however, vary. Some advisors charge a planning fee, which is absorbed into the booking fee if the client also books with them, while some advisors vary their service fee depending on the type of booking.

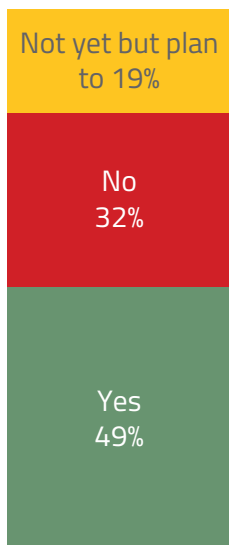
One advisor said, "Percentage is based on the value of the travel package. I'll charge 3% to 7%, with a \$100 deposit/minimum for domestic travel and \$150 for international travel for two people."

Another advisor shared,

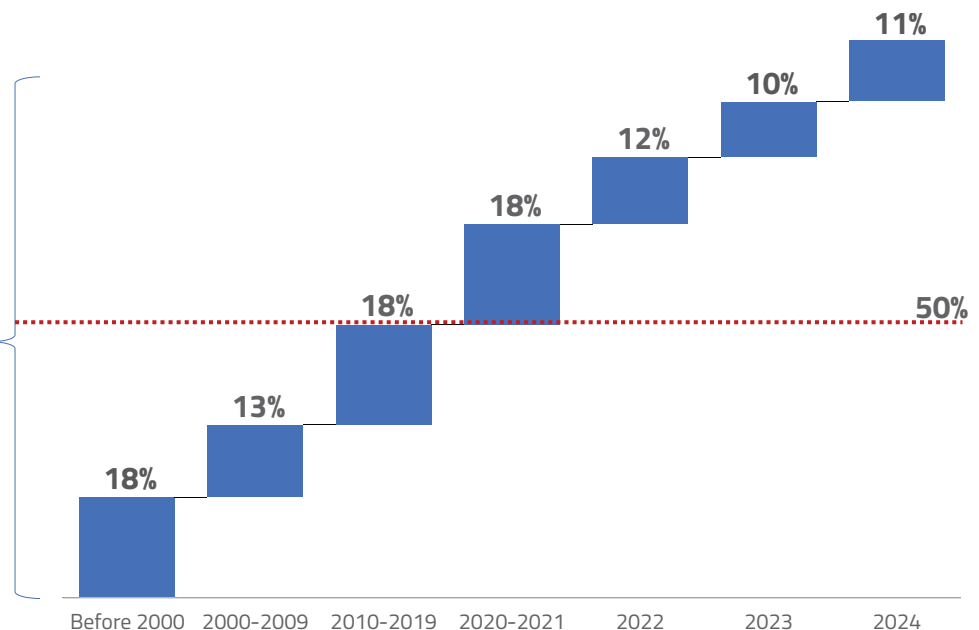


If I make commission, it's a simple trip, and a top client I do not charge a fee. If I do not make commission or it's a complex trip, I charge a service fee to cover my time.

ADVISORS CHARGING SERVICE FEE, SHARE (%)



STARTED CHARGING SERVICE FEE SINCE, SHARE (%)





ADVISOR AFFILIATIONS

There are many factors that advisors consider while choosing a consortium, franchise or marketing group to work with.

While host agencies have improved their back-end operations, consortia—which often serve for more complex needs—would do well to catch up as well. Nearly 8 out of



10 advisors said that support/customer service was a major factor while deciding which consortia to affiliate with. Training programs (76%) and preferred commissions with suppliers (75%) were other top factors.

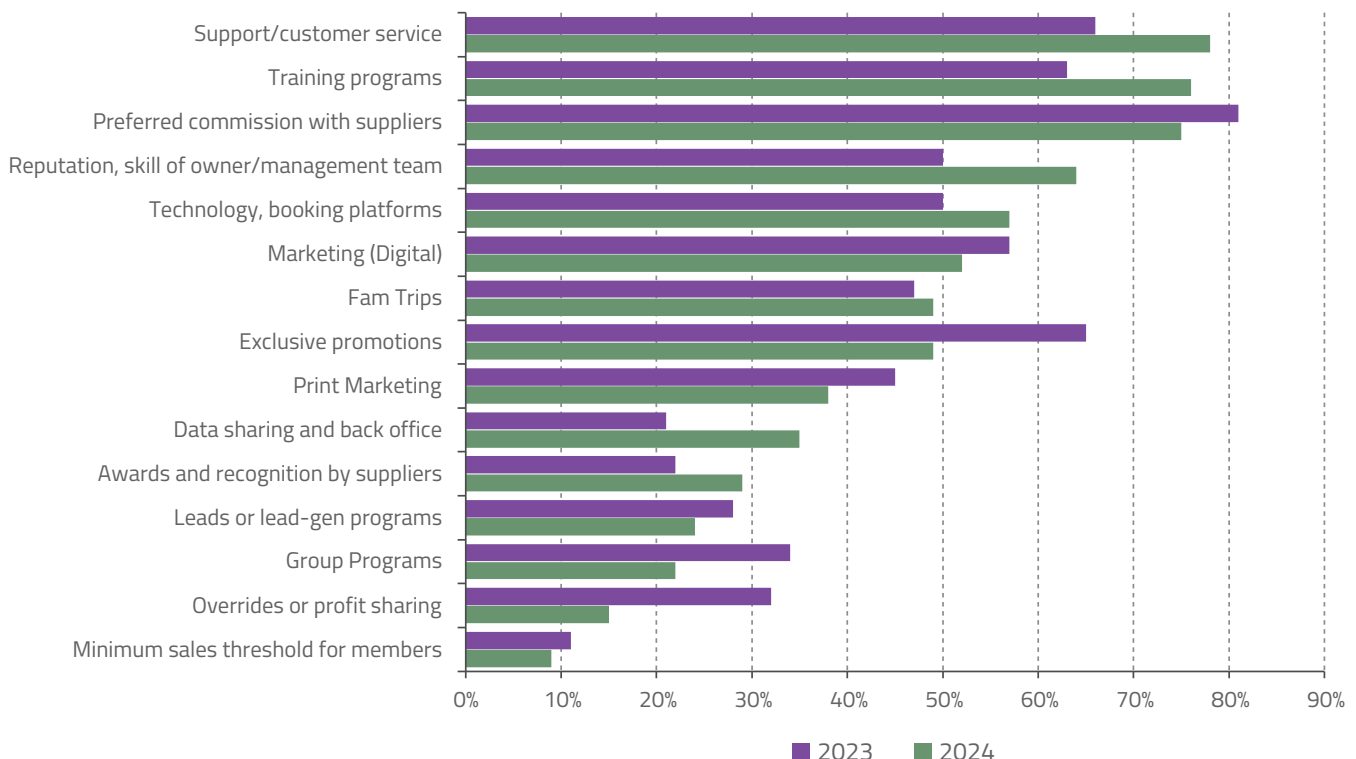
Only 5 out of 10 advisors said that exclusive promotions were a factor compared to over 6 out of 10 last year. This is likely due to many consortia offering their advisors exclusive deals, thus no longer making it a standout offer.

One advisor shared,



I look to my consortia for the overrides, to research, for exclusive offerings and training (online, in person, FAMs). For marketing I rely on BranchUp's incredible program mostly.

FACTORS DETERMINING THE CHOICE OF CONSORTIUM/FRANCHISE/MARKETING GROUP





ADVISOR AFFILIATIONS

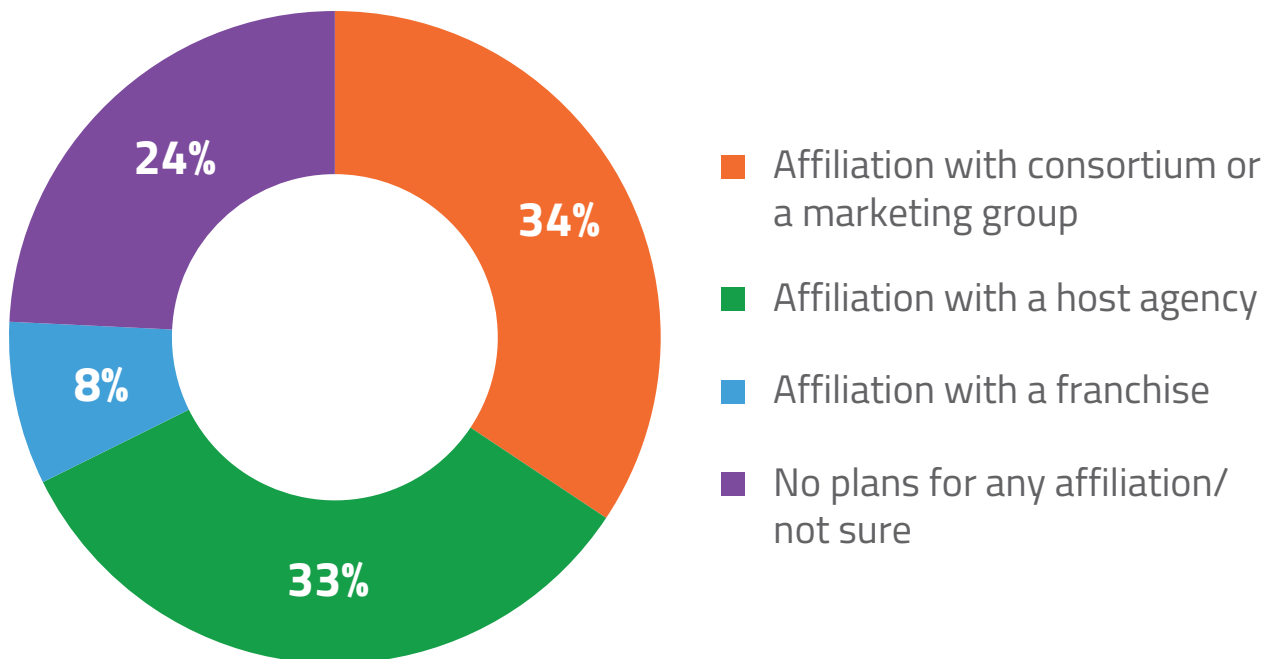
More advisors seem to be interested in affiliating with a franchise in the future.

The share of advisors saying they'd opt for a franchise is 33% compared to nine percent who said that they are currently affiliated with a franchise.

The share of those not planning to affiliate with anyone may also rise. More than 6 out of 10 also shared that they would like to move to a consortium.



FUTURE AFFILIATION PREFERENCES SHARE (%)





ADVISOR AFFILIATIONS



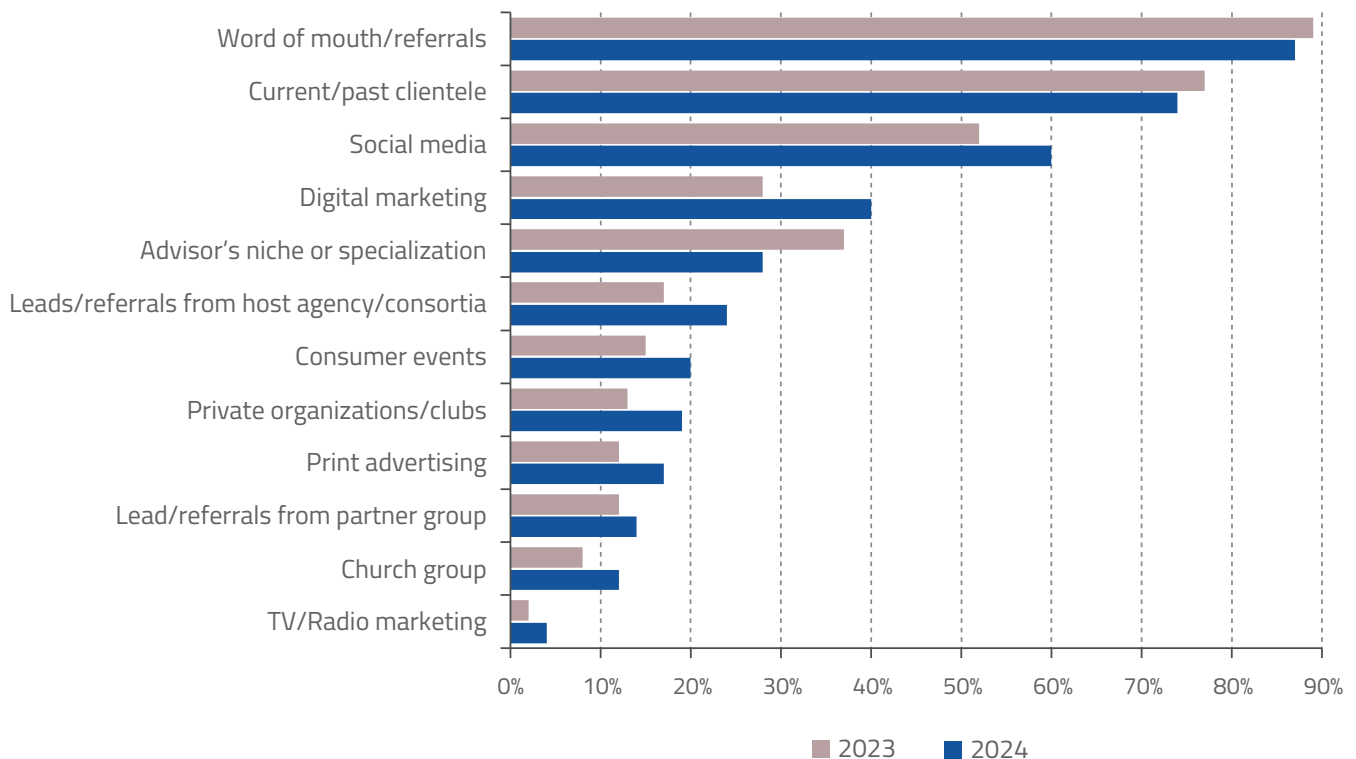
Social media has made a significant impact on the travel industry.

A study found that 36.5% of travelers used social media to find travel inspiration, and that this trend was higher among Generation Z and millennials, with 90% sharing photos while they are on vacation³. Therefore, it's been heartening to see more advisors turning to social media (60%) and digital marketing (40%) as lead generation channels.

Word of mouth/referrals and current/past clientele will continue to be important to an industry based on trust and advisor-client relationships.

Advisors have also shared that they do see marginal gains from personal networking, church groups and offline advertising. And so, advisors should not neglect those areas.

LEAD GENERATION CHANNELS FOR ADVISORS



³ <https://www.xola.com/articles/how-social-media-has-permanently-changed-the-travel-industry/>



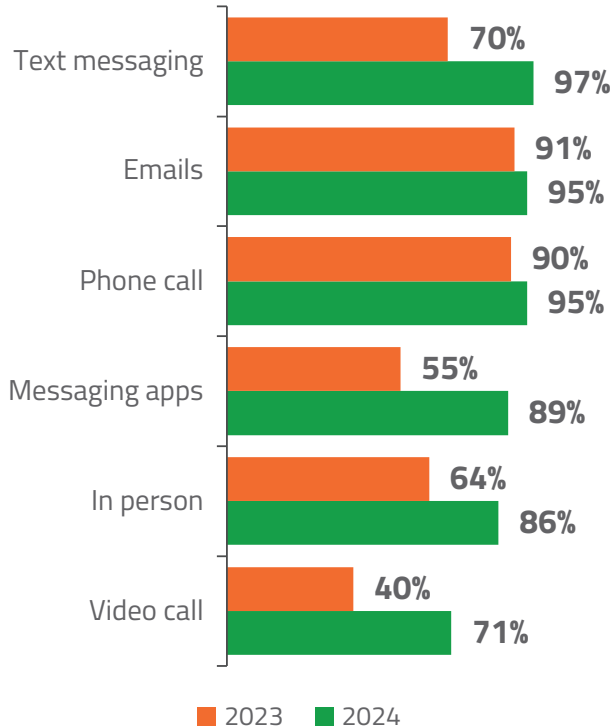
ADVISOR AFFILIATIONS

Instant messaging continues to catch on in the advisor community. In this outlook, nearly 100% of the advisors shared that they use text messaging to stay connected with their clients. Messaging apps, too, have seen a sharp rise in usage with nearly 9 out of 10 advisors using them to stay in touch with clients. Use of tech needs to catch up in the advisor-supplier communication. While video calling has become a popular tool with more than 6 out of 10 advisors using it, other channels have seen a drop.

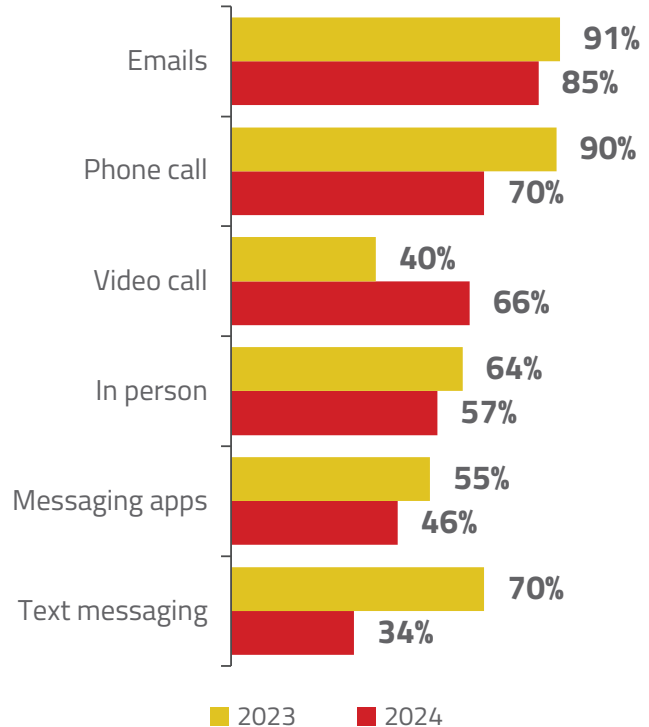


MODES OF COMMUNICATION USED BY ADVISORS

CLIENT SIDE COMMUNICATION

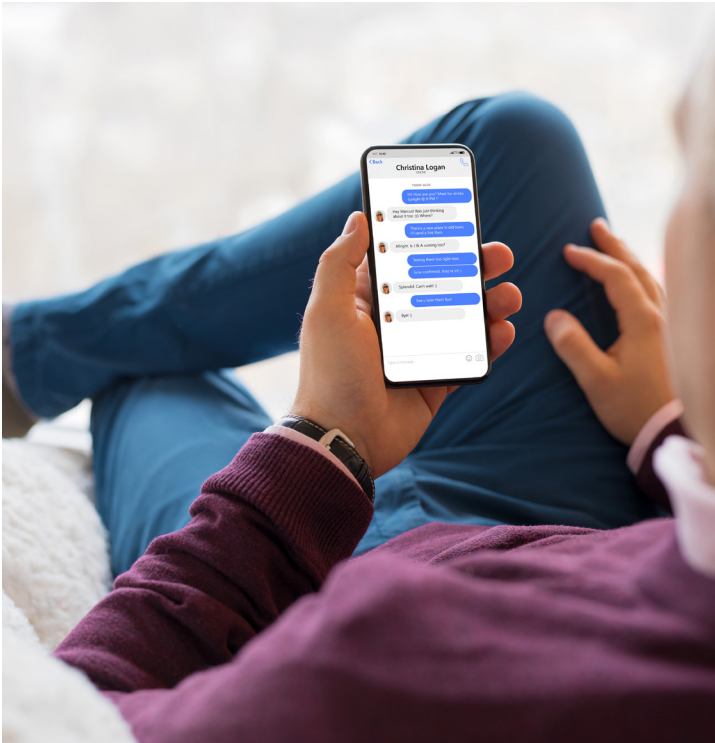


SUPPLIER SIDE COMMUNICATION





ADVISOR AFFILIATIONS



Facebook, WhatsApp, and Zoom are the most popular channels of communicating for advisors. However, nearly one in eight advisors said that they don't use any messaging apps. While this share has been steadily dropping, it needs to come down to zero, as advisors must take advantage of how clients are communicating.

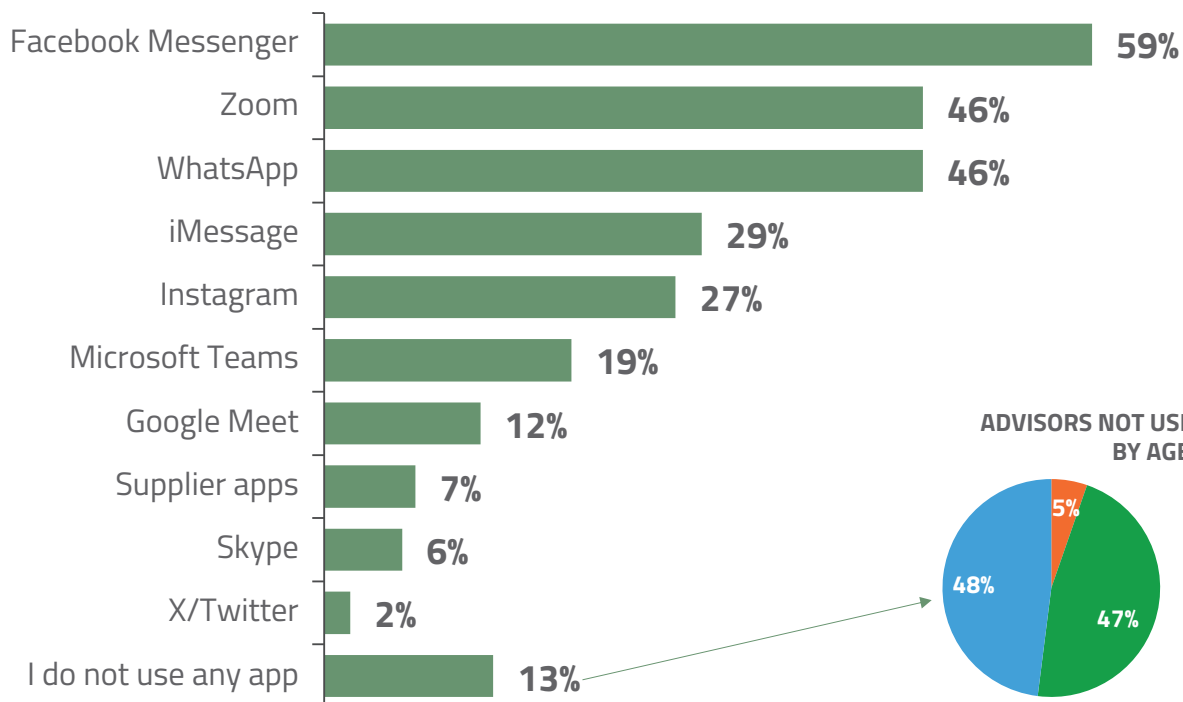
Of those who said that they don't use any messaging apps to communicate with their clients, nearly one in two were over 65 years old. Sometimes, it might be client demographics that prevent the use of technology.

One advisor shared,

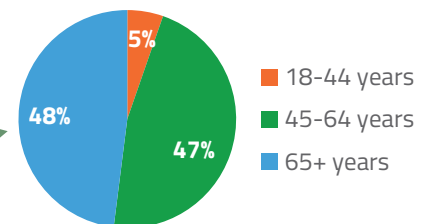


Eighty percent of my clients are seniors and they do not message. They prefer a phone call which I follow up with an email so they don't have to write the info down and can always refer back to it.

ASSISTANCE NEEDED IN GROWING THE BUSINESS



ADVISORS NOT USING ANY APP, BY AGE





ADVISOR AFFILIATIONS

How persistent are travel advisors with their social media marketing?

Over half the advisors said that they share between 3 to 10 posts a week. Nearly 2 out of 10 advisors said that they share more than 10 posts a week.

The Meta platforms—Facebook, Instagram—are the most popular sites for social media marketing, with both personal and business pages.

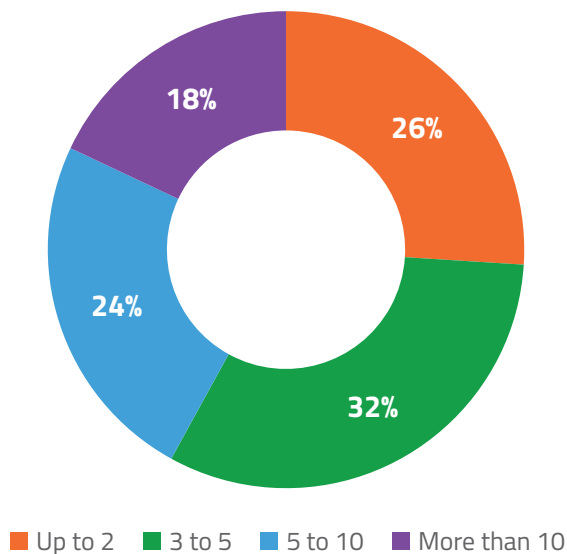
Eight out of 10 advisors said that they create the posts on their own from scratch, and 1 out of 2 advisors said that they subscribe to a third-party service that publishes content for them. The use of social media is still at a nascent stage within the travel advisor community, with only 6% of advisors saying that they hired a social media manager to generate their content.

One advisor shared,

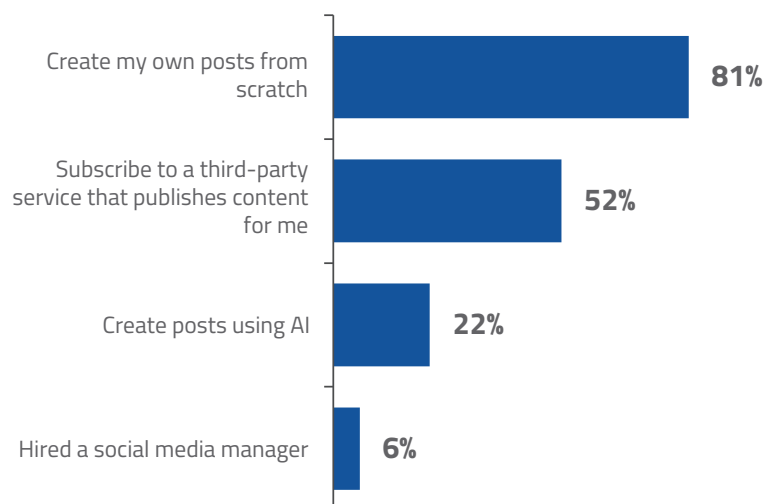


I mostly post about my own frequent travels to generate interest. And post travel deals a few times per month.

NUMBER OF WEEKLY SOCIAL MEDIA POSTS, SHARE (%)



METHODS OF GENERATING SOCIAL MEDIA CONTENT





Personalized Instagram Reels are now available with **BranchUp PRO!**

That means you can expand your influence to reach the 67% of Travel Enthusiasts who get their travel planning inspiration from Instagram!

Instagram Reels Personalized To You



BranchUp PRO helps you stand out and save time:

- ✓ Personalized Instagram Reels and Posts
- ✓ New Post Scheduling Controls
- ✓ AI Assistant to Create Posts in Seconds
- ✓ Custom Hashtags
- ✓ Links to Your Appointment Calendar
- ✓ Personal Marketing Hub with everything you love about the Free Membership!

Get BranchUp PRO now

Just **\$149** per year

Not a BranchUp member yet?

[JOIN FOR FREE AT BRANCHUP.COM](https://branchup.com)

Currently a member of BranchUp?
Login and upgrade!

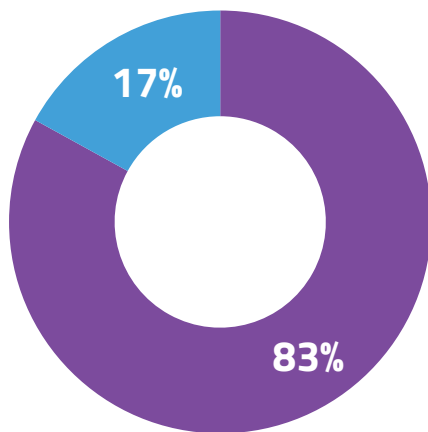


ADVISOR AFFILIATIONS

What is the digital presence of advisors outside of social media? Eight out of 10 advisors said that they have their own website. Out of these, almost one-third said that their site is hosted by a third-party platform, with another one-third saying that the site was hosted by themselves or their agency.

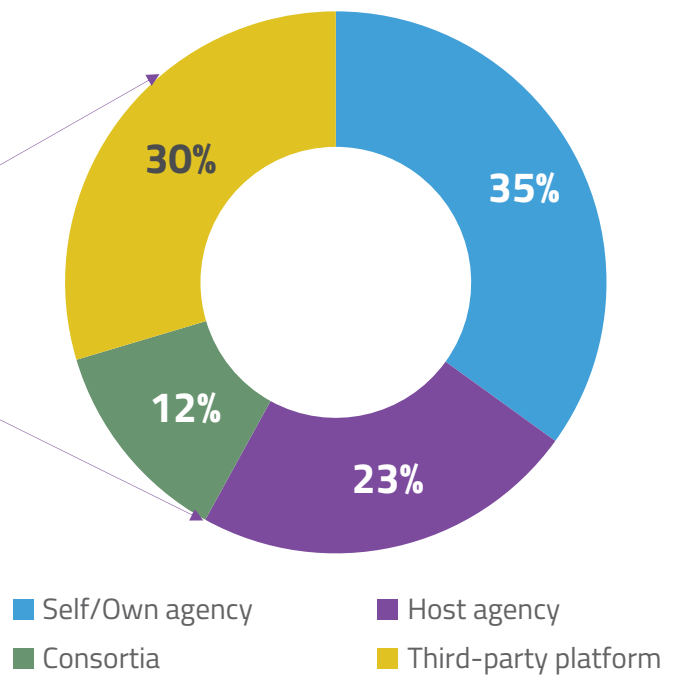


ADVISORS HAVING THEIR OWN WEBSITE, SHARE (%)



■ Yes ■ No

METHOD OF HOSTING OWN WEBSITE, SHARE (%)





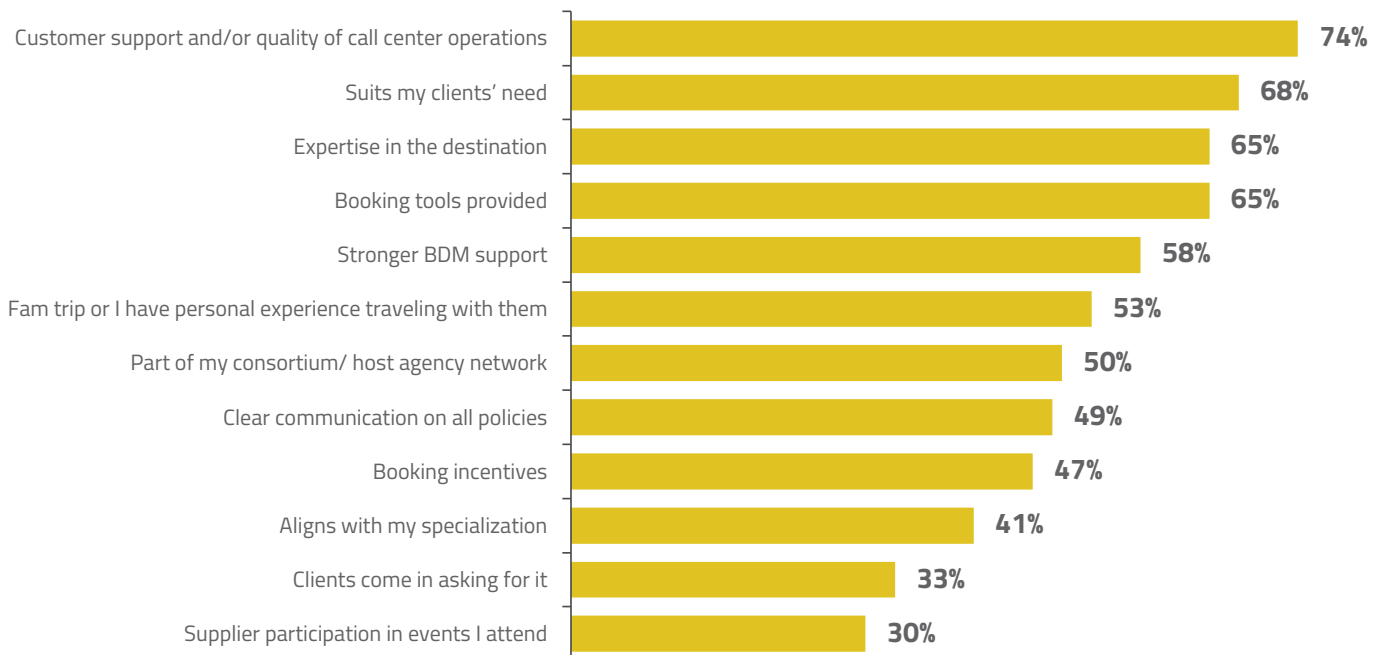
ADVISOR AFFILIATIONS

What determines how an advisor chooses their supplier?

Customer support/quality of back-end operations top the chart at 74%. Client needs, expertise and booking tools are other contributing factors.



FACTORS DETERMINING SELECTION OF SUPPLIER





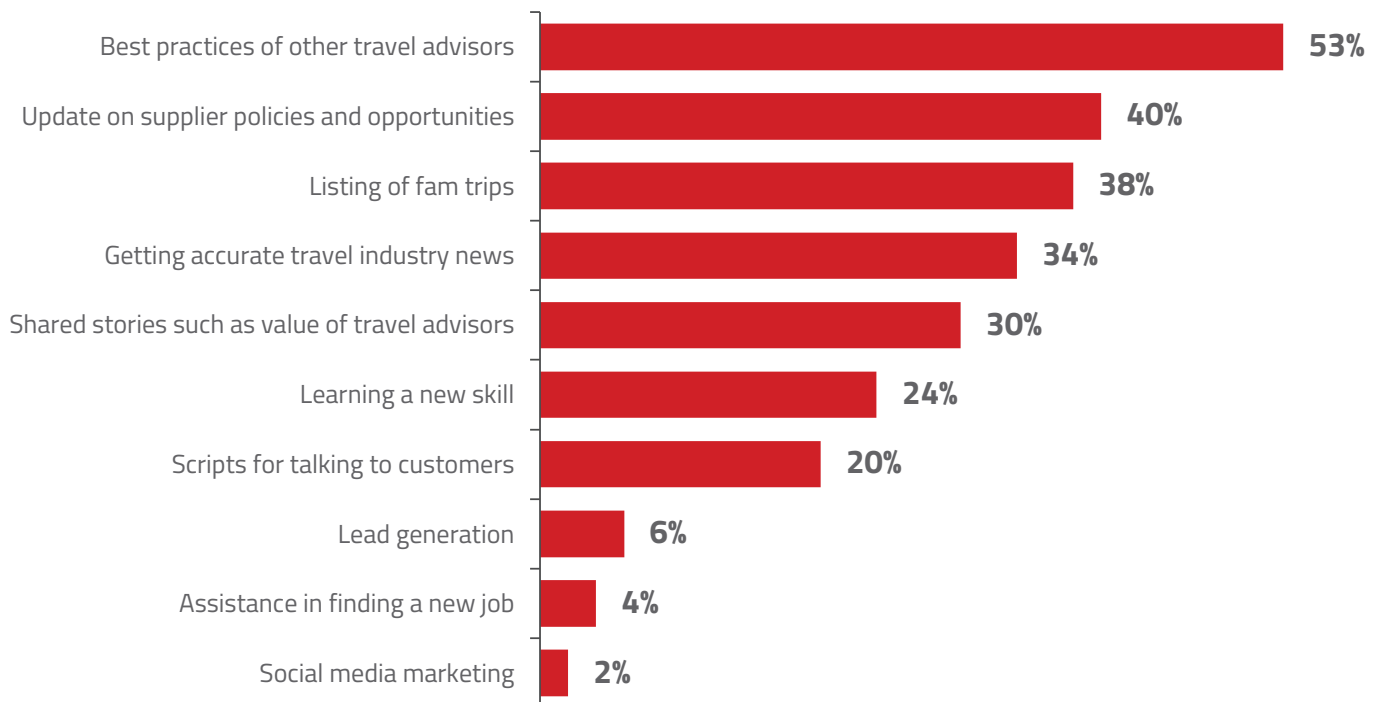
ADVISOR AFFILIATIONS



In the last few years, many new advisors have joined the industry and are working independently. So, it becomes even more important to address the growing needs of the community in setting up and expanding businesses.

And the most relevant training comes from learning the best practices of other travel advisors. Other points that advisors shared in this TMR Outlook were assistance in staying up to date with supplier policies and opportunities (40%), FAM trips (38%), and accurate travel industry news (34%).

ASSISTANCE NEEDED IN GROWING THE BUSINESS



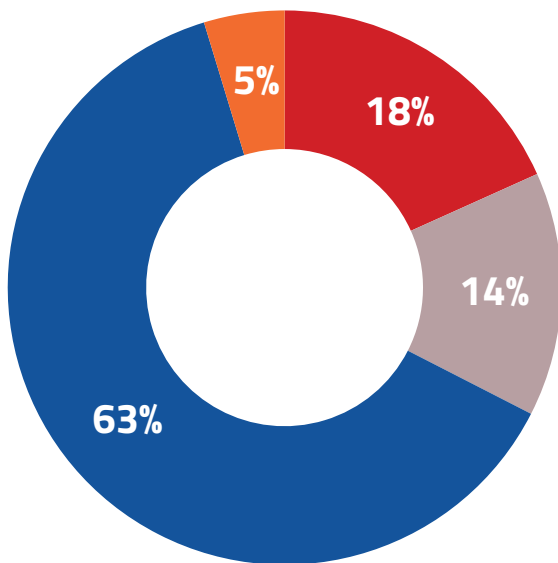


ADVISOR'S PROFILE



Over 6 out of 10 advisors said that they are independent contractors/advisors working with a host agency or a franchise or a consortium. One-third of the advisors shared that they are a retail travel agency with a storefront location or an office/non-storefront location.

BUSINESS CLASSIFICATION, SHARE (%)



- Retail travel agency with a storefront location
- Retail travel agency with an office/non-storefront location
- Independent contractor/advisor working with a host agency or franchise or consortium
- Owner/ advisor working on your own (not affiliated with any host or consortium or franchise)



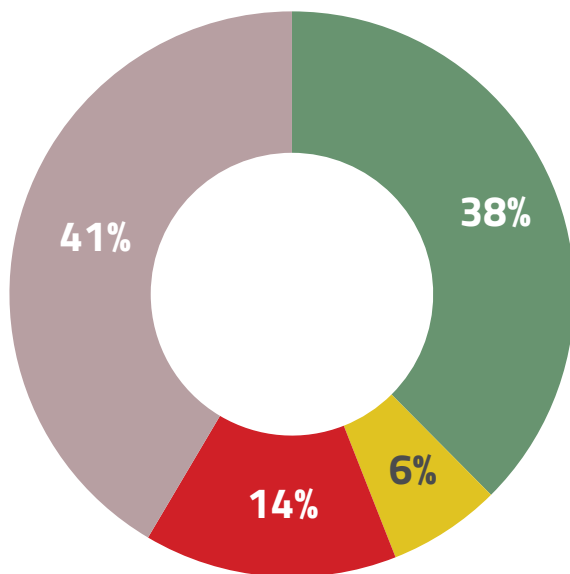
ADVISOR'S PROFILE



One out of five advisors said that they are employees, working with their travel business, while nearly 8 out of 10 advisors said that they are independent contractors or owners of their travel businesses.

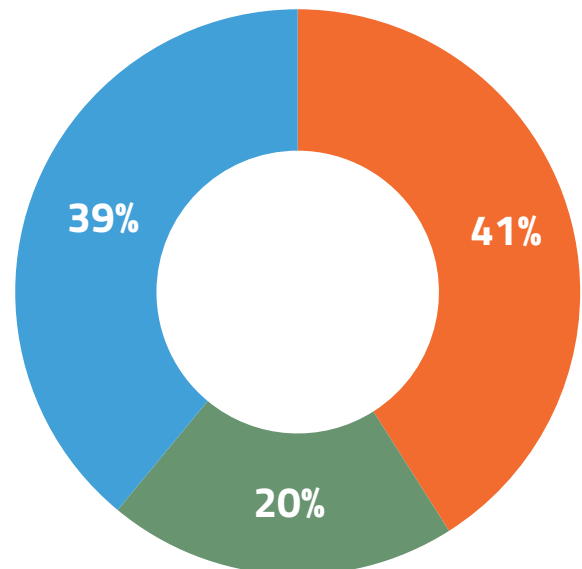
Of those who said that they are owners or independent contractors, 39% of advisors said that they were an independent contractor directly affiliated with a host agency, franchise or a consortium. More than 40% of advisors said they are owners of their business and are affiliated with a host agency, franchise or consortium.

AGENCY/ADVISOR POSITION, SHARE (%)



- Owner
- Manager
- Employee
- Independent Contractor (IC)

AGENCY/ADVISOR POSITION & AFFILIATION, SHARE (%)



- Owner affiliated with a host agency/franchise/consortium
- Independent contractor working for an agency that is affiliated with a host agency/franchise/consortium
- Independent contractor directly under a host agency/franchise/consortium



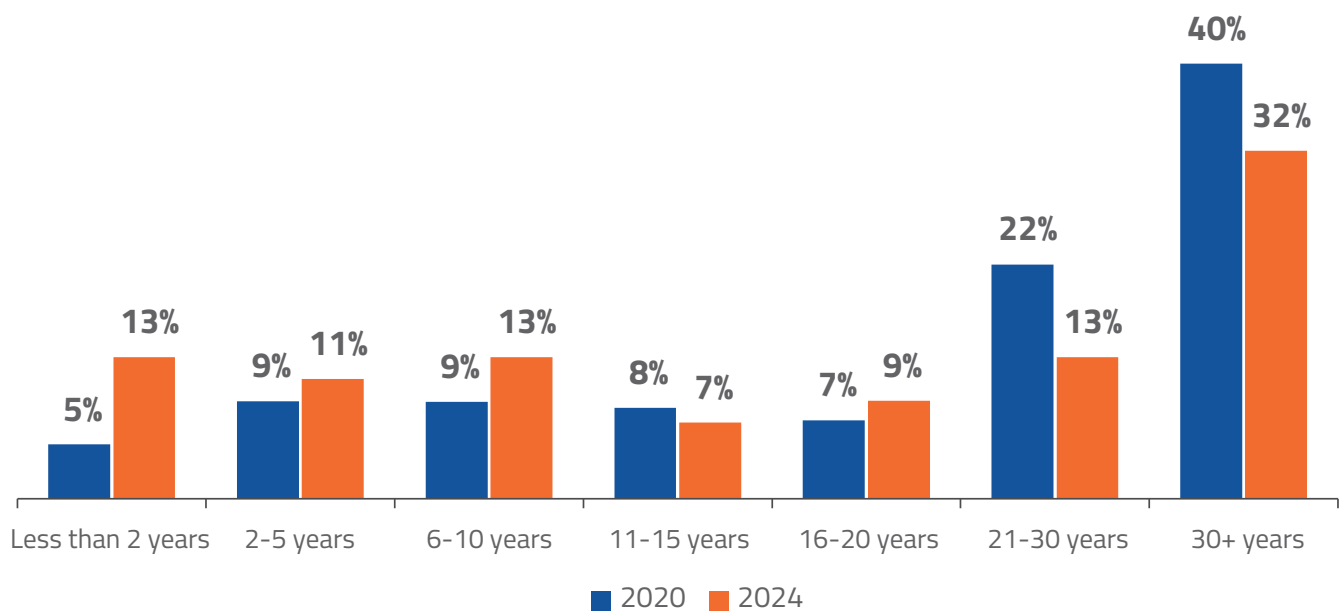
ADVISOR'S PROFILE

What have been the shifts in the travel advisor community in the last few years? There has been a surge of younger and newer travel advisors coming in. Those with five years or less experience now form nearly 25% of the advisor community, compared to just 14% in 2020.

Those with over 30 years in the industry now represent only 32% of the community, compared to 40% in 2020.



YEARS OF TRAVEL SALES EXPERIENCE, SHARE (%)





ADVISOR'S PROFILE



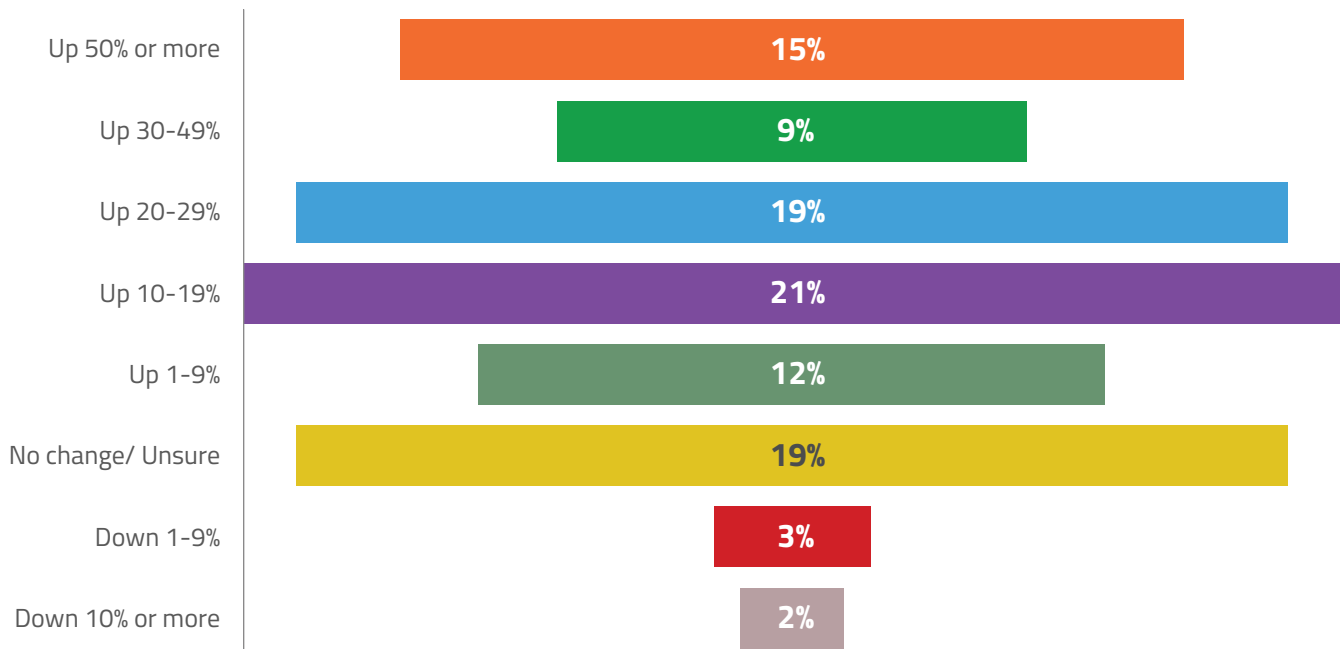
Consistently across the past few TMR Outlooks, advisors have shared their optimism for the industry. This trend continues in this Outlook as well, with over 60% of the advisors sharing that they expect to see a double-digit growth in their annual sales.

One advisor shared,



I am close to retirement but have a very high probability of selling so keeping status quo and keeping up until then is important. Will be over 48 years in the business when that happens.

ANTICIPATED CHANGE IN ANNUAL GROSS SALES, 2025 VS. 2024, SHARE (%)





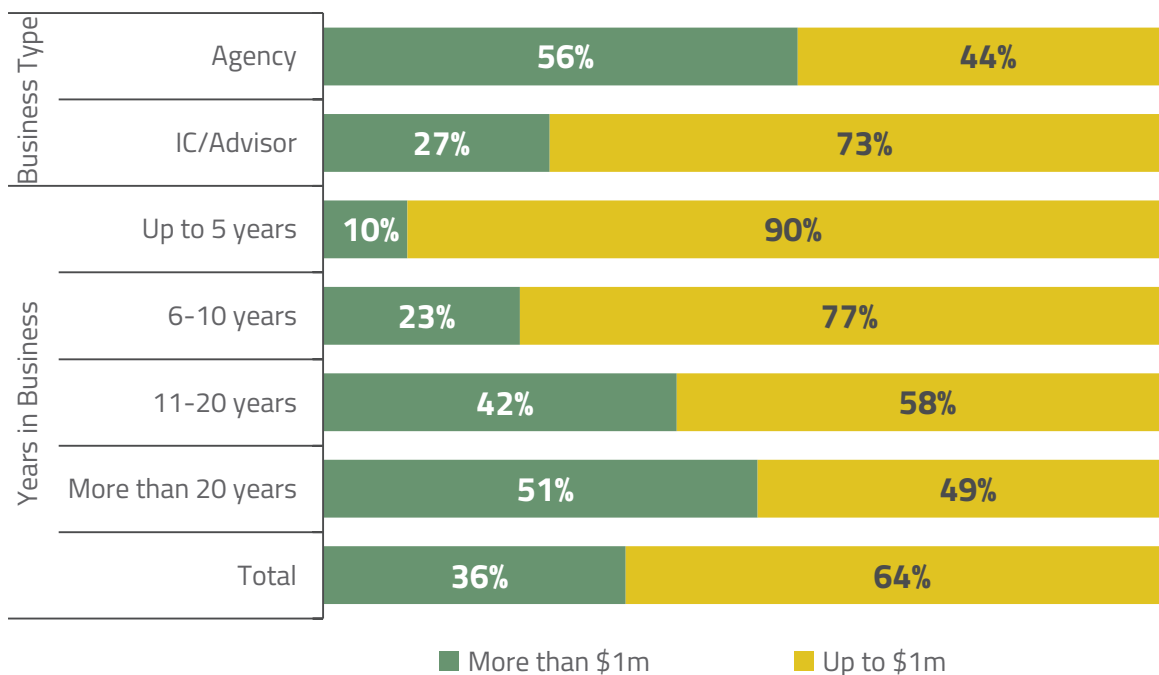
ADVISOR'S PROFILE

Nearly 4 out of 10 advisors said that they hope to make more than \$1 million in annual gross sales across bookings in 2024.

As we have seen in the past many TMR Outlooks, experience is an asset in the industry and those with more experience are more likely to earn more. One out of 2 advisors with over 20 years of experience said that they expect an annual gross sale of \$1 million in 2024, compared to one in 5 advisors with 6 to 10 years of experience.



ANNUAL GROSS SALES BY BUSINESS TYPE & YEARS IN BUSINESS, SHARE (%)





The Travel Market Report

Distribution Outlook 2025 is Here!



Your expertise and insights have always been the driving force behind the ever-evolving travel industry. That's why your participation in Travel Market Report's annual research played a crucial role in shaping the highly anticipated Distribution Outlook 2025.

Discover the latest trends, essential statistics, and valuable insights on how Travel Advisors like you are embracing new marketing techniques, staying updated on products, and delivering exceptional service to clients. This comprehensive report will equip you with the knowledge and tools needed to thrive in the years ahead.

Thank you for being an integral part of this impactful report! Together, let's continue to pave the way for a brighter future in travel.

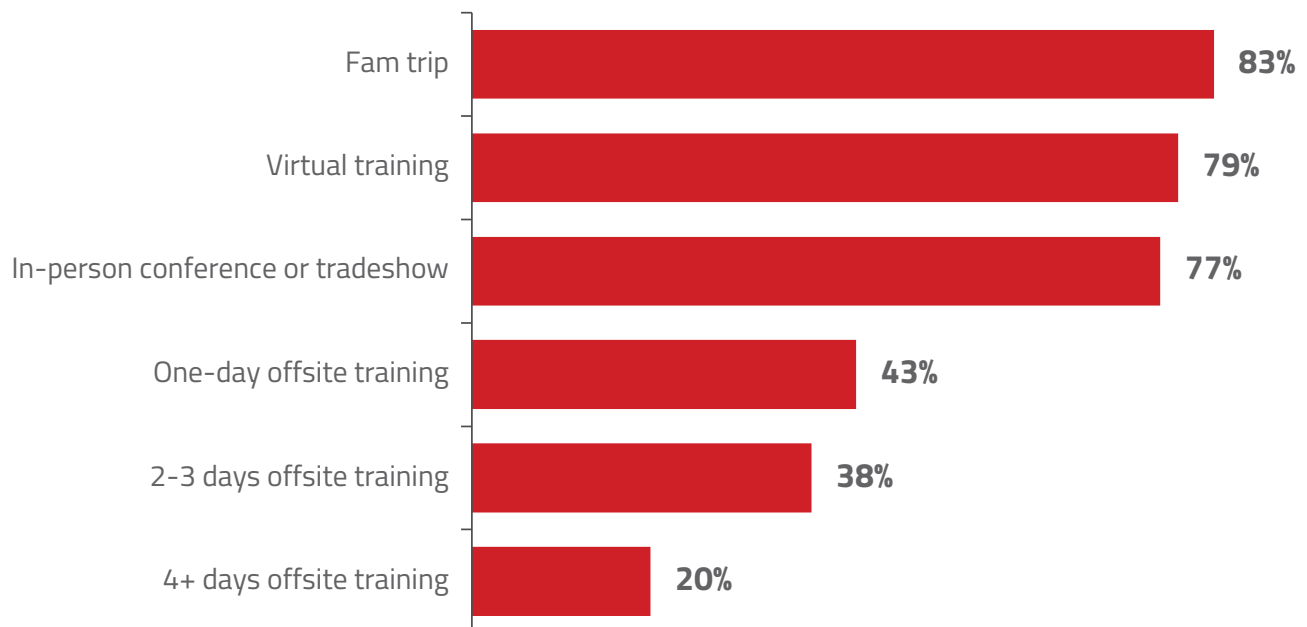


TRAINING NEEDS



As always, FAM trips (83%), and a combination of virtual training (79%) and in-person conference and tradeshow (77%) seem to be the most favored training formats for advisors.

ADVISOR TRAINING: PREFERENCE BY FORMATS





TRAINING NEEDS



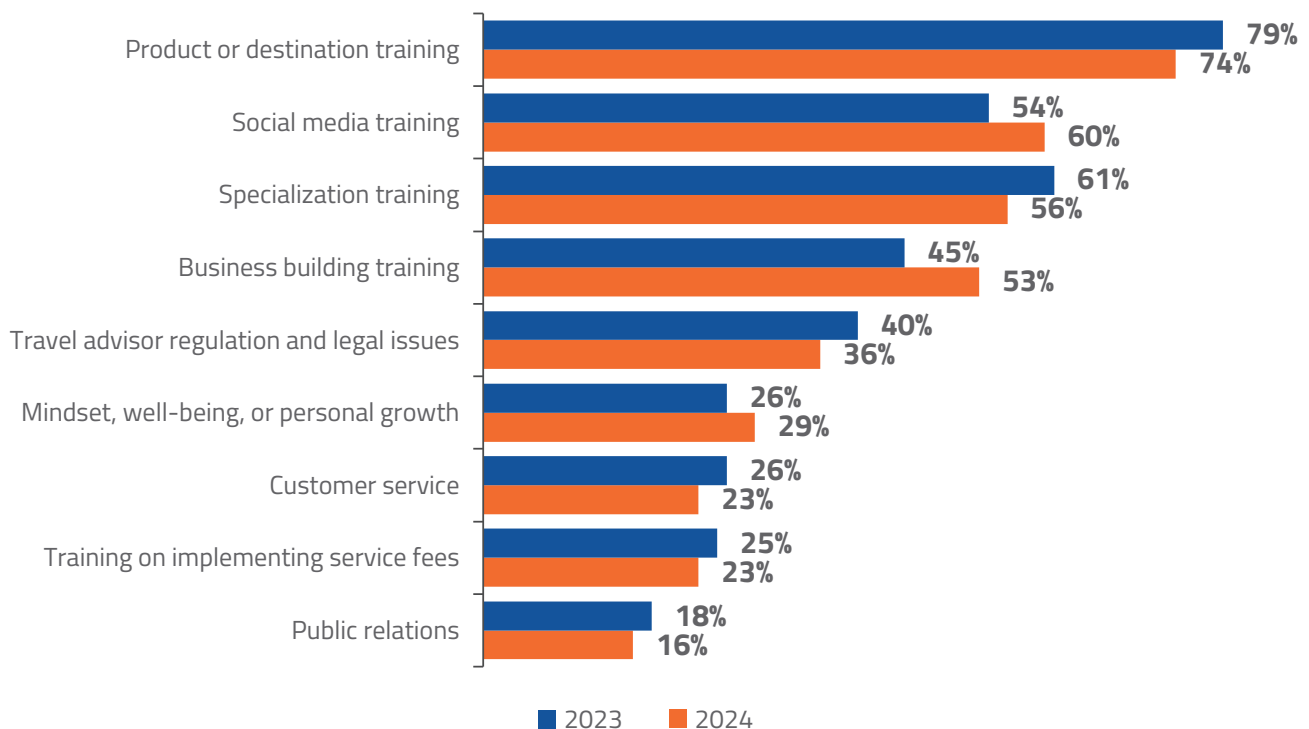
Product and destination training still remains the most in-demand training program for more than 7 out of 10 advisors.

As more advisors recognize the importance of social media—6 out of 10 advisors have said it's a preferred training program in this TMR Outlook, compared to only 5 out of 10 last year—it's also important to get a more nuanced training, including the various platforms one can market themselves on to understanding the algorithms to gain more visibility.

The need for business building has also seen a surge, with more than one out of two advisors sharing that they'd like training in this area.

As business demands rise, it's also important to look at the personal growth and mindset training of travel advisors for a more holistic development of the community.

ADVISOR TRAINING: PREFERRED TRAINING PROGRAMS





AFFILIATION MATTERS

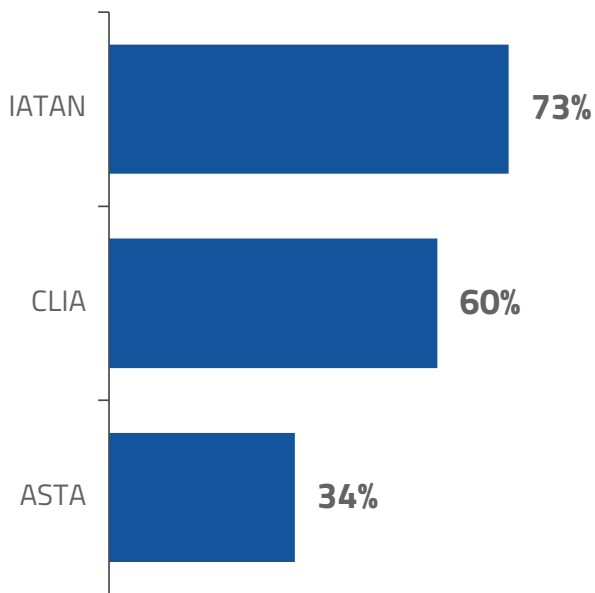


Trade associations continue to be of great help to advisors in upskilling, building their business and having a voice that speaks for them.

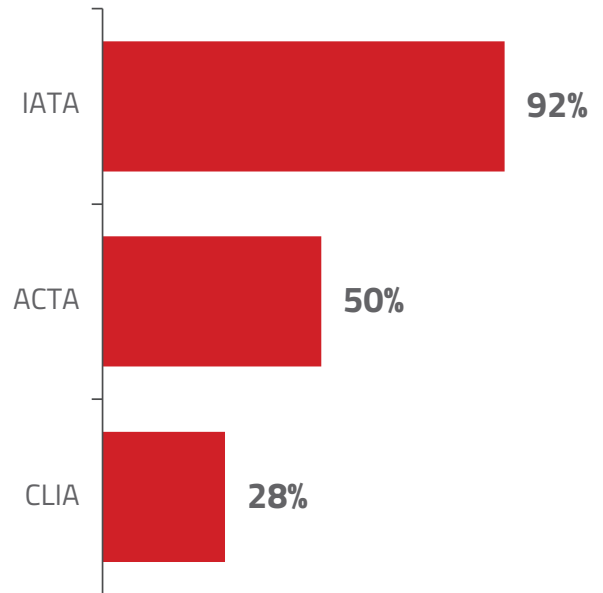
The American Society of Travel Advisors (ASTA) recently announced VeriVacation, a new consumer lead generator, designed to connect travelers with ASTA Verified Travel Advisors (VTAs)⁴.

In the U.S., the affiliation patterns remain the same compared to the previous TMR Distribution Outlook. However, in Canada, the share of advisors affiliated with CLIA has dropped from 41% in 2023 to 28% in the current outlook.

TRADE ASSOCIATION AFFILIATION,
U.S. ADVISORS



TRADE ASSOCIATION AFFILIATION,
CANADIAN ADVISORS



⁴ <https://www.asta.org/about-us/press/pressReleaseDetail/2024/12/03/the-american-society-of-travel-advisors-introduces-verivacation--a-new-consumer-lead-generator-exclusively-for-verified-travel-advisors>



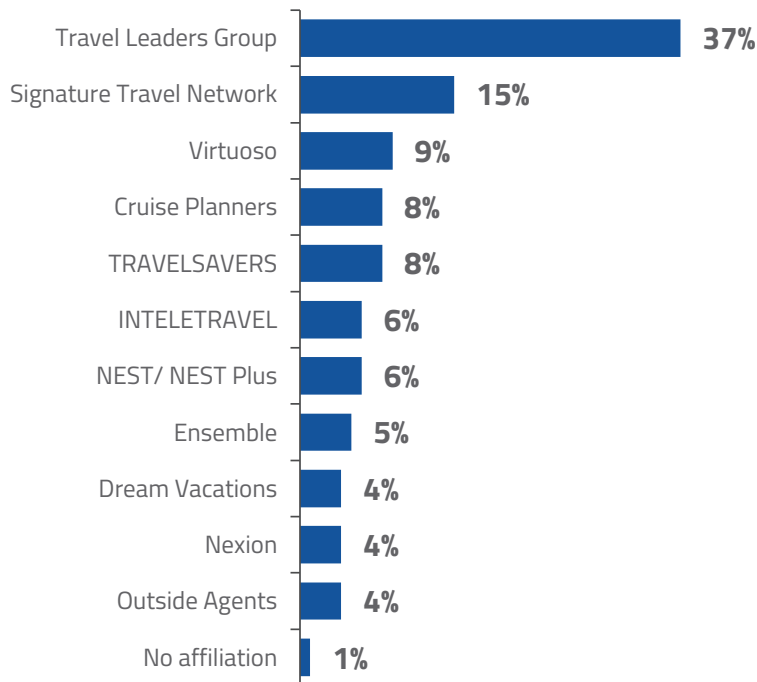
AFFILIATION MATTERS

Travel Leaders Group is the most popular with agencies and advisors in both the U.S. (37%) and Canada (22%).

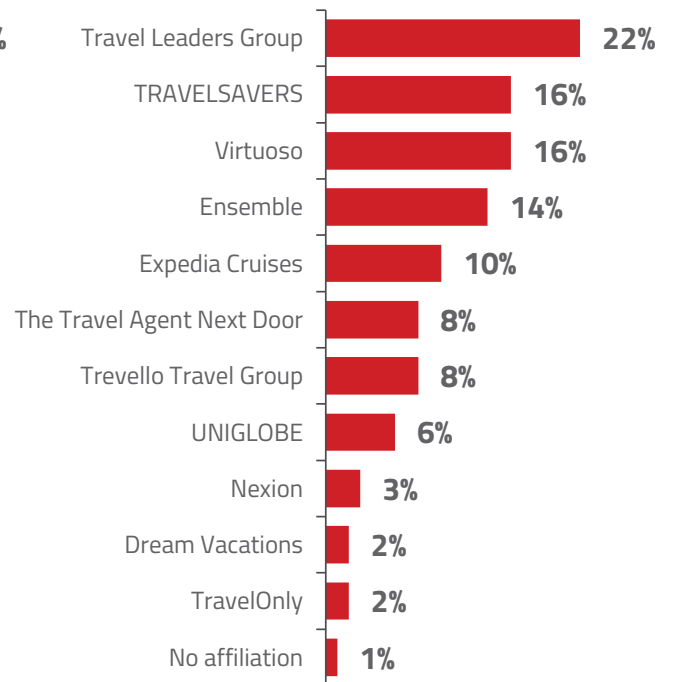
Next in the U.S. are Signature Travel Network (15%) and Virtuoso (9%). In Canada, the popular consortia are TRAVELSAVERS and Virtuoso at 16% each.



AGENCY/ADVISORS AFFILIATION – U.S.



AGENCY/ADVISORS AFFILIATION – CANADA





☒ Facebook ☒ Instagram ☒ LinkedIn ☒ Email Marketing



today

Nov 17 – 23, 2024

day

week

Sun 11/17	Mon 11/18	Tue 11/19	Wed 11/20	Thu 11/21	Fri 11/22	Sat 11/23
<p>12:08PM </p> <p>Begin and end in...</p>	<p>3:03PM </p> <p>Zodiac cruising - ...</p>	<p>1:51PM </p> <p>Presenting: Pers...</p>	<p>9:33AM </p> <p>The vibrant, colo...</p>	<p>3:32PM </p> <p>Don't miss out—...</p>	<p>3:02PM </p> <p>Snowshoe excur...</p>	<p>2:19PM </p> <p>Stroll through ch...</p>
<p>1:01PM </p> <p>Be among one of...</p>	<p>5:04PM </p> <p>Book your drea...</p>		<p>5:47PM </p> <p>Glide through Ve...</p>	<p>4:00PM </p> <p>2024-11-21-ti-us...</p>	<p>5:11PM </p> <p>Ready to indulge...</p>	

Your BranchUp Social Media Marketing Calendar

Top performers know, "if it's in your calendar, it gets done." That's what makes BranchUp Marketing Calendar so helpful.

You can view, plan, organize, and edit your marketing all in one place with a consolidated view of Facebook, Instagram, LinkedIn, and your client Newsletter.

Not a BranchUp member yet? [Start here](#)

Plus, upgrade to PRO and get enhanced schedule controls, an AI assistant to help your own posts, and of course Instagram Reels and Posts.

BranchUp PRO includes everything in your FREE membership plus;

- ✓ Personalized Instagram Reels and Posts
- ✓ Custom Hashtags
- ✓ Post Frequency Controls
- ✓ AI Assistant to Create Posts in Seconds
- ✓ Links to Your Appointment Calendar

Just \$149 per year

Not a BranchUp member yet?

[JOIN FOR FREE AT BRANCHUP.COM](#)

Currently a member of BranchUp?
Login and upgrade!

CONCLUSION



There have been some major shifts in the industry in the last few years. We have seen many younger advisors join the community at a time when the nature of travel bookings has also changed.

What then does the advisor community need to sell travel better?

Quicker information, FAM trips, product training, a network that they can reach out to for advice, help and guidance in business growth and marketing, both digital and offline. From picking a host agency to learning from others on how to grow their business, advisors need the community today more than ever.

Advisors are the backbone of the industry. It's the reassurance that they give travelers, that helps clients book their vacations with ease and also gives them the encouragement to plan complicated travels. One of the most important tools in planning complex trips is the back-end customer service of host agencies and suppliers. And there's still some room for improvement there.

Our advisors have also shown great resilience in the last few years along with an unbeatable enthusiasm to learn more and absorb fresh perspectives. The upward shift towards social media and communication apps is commendable.

However, this shouldn't mean a complete abandonment of offline practices. In this Outlook, travel advisors have shared that reaching out to church groups and clubs, and doing some offline advertising and expanding their personal network has also helped, even if marginally, bring in more clients. In an industry that still depends on word-of-mouth referrals, every human connection counts.

The shifts in the many preferred destinations also shows that nothing is permanent in the travel space. Everyone is looking for a new experience, and as long as we cater to that the story will always be that of growth.

This Outlook informs suppliers and destinations about what advisors need at the moment to better equip themselves to sell better. It is also a report for consortia and host agencies on how they can better retain and get more advisors to sign up.



Please go to the following link to view the downloadable pdf version of this outlook:
<https://www.travelmarketreport.com/media/Outlooks/DistributionOutlook2025.pdf>

Travel Market Report is a leader in the North American travel agency community with over 100 years of experience. Our award winning editorial team leverages scientific data to uncover compelling insights and an “Outlook” on the future for travel advisors. Travel Market Reports’ highly engaged audience is ideal for customized research on your behalf.

FOR MORE INFORMATION ON OUTLOOK RESEARCH PLEASE CONTACT SALES:
Brian Israel, *Senior Vice President and Publisher*, bisrael@travelmarketreport.com