

Top Business Tips for Travel Agency Success in 2019



Don't try to do everything. Select an area of travel, such as a destination or a category and specialize in it. This would help you position yourself as an expert in that area and yield higher profits

Use Cross Promotional Strategies and promote movie shows, festivals, sporting events, concerts and pop culture tie-ins to fill the sales gap. Creating a fantasy escape for the guests can also be a part of the marketing mix



Spend considerable time researching and personalizing the best routes, hotels and sightseeing options for your customers. Travel is all about experience and you will always be remembered by the experiences you provide your customers

Displaying positive customer reviews and ratings on your travel portal's checkout page can significantly increase bookings



When choosing a DMC partner, always check how many and what types of local service providers they are connected to - from hotels, ground transportation companies and activity providers to even government bodies

Use seasonal lows to your advantage. Off-peak season can appeal to first-time travelers owing to lesser crowds, cheaper flight and hotel rates



With thinning margins on airlines and hotels, it's advisable for travel agencies to focus more on selling packages and experiences in order to stay competitive

Allow your customers to book packages online, as travel sites with a booking engine tend to produce more bookings and generate more revenue than sites with just an inquiry form

