

Fig. 2

# Importance of support services from travel suppliers

Services	Total	Traditional agencies				Home-based agents		
		<\$1M	\$1-3M	\$3-10M	\$10M+	<\$50K	<\$50-250K	<\$250K+
Educational programs	55%	50%	44%	57%	54%	56%	64%	59%
Overrides/incentives	54%	52%	65%	64%	72%	23%	47%	56%
Familiarization trips	54%	48%	50%	50%	56%	61%	61%	56%
Email updates on special offers	54%	57%	58%	45%	32%	69%	60%	51%
Agent portion of websites	40%	34%	34%	31%	38%	40%	49%	51%
Consumer referrals	25%	27%	21%	29%	19%	28%	27%	27%
Co-op marketing efforts	22%	23%	25%	32%	33%	11%	16%	18%
Co-op advertising	18%	16%	23%	28%	21%	15%	13%	10%
Trade publication offers	14%	18%	13%	9%	9%	22%	12%	14%
Mail updates on special offers	11%	12%	12%	5%	8%	17%	9%	14%
Fax updates on special offers	4%	7%	4%	4%	1%	6%	3%	2%