

Fig. 4

# Types of suppliers used for tours and packages

Suppliers	Total	Traditional agencies				Home-based agents		
		<\$1M	\$1-3M	\$3-10M	\$10M+	<\$50K	<\$50-250K	<\$250K+
Traditional tour operators	88%	91%	90%	93%	82%	77%	92%	90%
Packages agents assemble	66%	66%	66%	70%	71%	59%	64%	60%
Airline-branded packages	36%	33%	39%	39%	38%	36%	42%	30%
Hotel-branded packages	23%	23%	21%	27%	26%	34%	24%	15%
Online packagers	16%	14%	13%	10%	14%	26%	21%	13%