

Fig. 5

## Products agents focus on

Types of travel	Total	Traditional agencies				Home-based agents		
		<\$1M	\$1-3M	\$3-10M	\$10M+	<\$50K	<\$50-250K	>\$250K+
Cruises	69%	72%	72%	69%	59%	71%	76%	66%
Packages	52%	58%	58%	50%	49%	44%	50%	53%
Tours	44%	56%	55%	52%	46%	29%	33%	37%
Resorts and spas	39%	38%	43%	34%	41%	27%	45%	42%
Family travel	39%	41%	35%	34%	35%	47%	40%	39%
Destination focus	20%	27%	19%	23%	17%	22%	15%	16%
Luxury	19%	14%	18%	27%	32%	8%	14%	23%
Wedding	15%	16%	18%	14%	10%	17%	12%	15%
Business/incentives	14%	9%	14%	21%	37%	3%	5%	12%
Motorcoach tours	10%	14%	14%	15%	9%	8%	7%	6%
Affinity groups	10%	6%	11%	10%	12%	12%	12%	10%
Corporate/meetings	10%	6%	13%	13%	27%	6%	3%	7%
Adventure travel	7%	8%	5%	8%	12%	6%	5%	7%
Sports/hobby enthusiasts	4%	5%	1%	5%	10%	4%	3%	3%
Condo rentals	3%	1%	1%	4%	3%	5%	4%	3%
Eco travel	3%	4%	2%	3%	3%	5%	2%	2%
Timeshares	1%	-	0%	1%	1%	3%	1%	-