

Events with the greatest impact on agency revenue in 2011

		Traditional agencies				Home-based agents		
Events	Total	<\$1M	\$1-3M	\$3-10M	\$10M+	<\$50K	\$50-250K	>\$250K+
Rising airfares and fees	57%	56%	56%	52%	50%	57%	69%	58%
Soft U.S. economy	57%	56%	56%	62%	58%	52%	57%	56%
Increased costs of travel	45%	47%	45%	42%	44%	49%	50%	41%
Internet competition	40%	47%	39%	35%	32%	40%	47%	39%
Rising fuel costs	37%	36%	38%	37%	45%	41%	35%	35%
Airport hassles, delays	27%	31%	31%	26%	28%	27%	29%	21%
Security/terrorism fears	25%	29%	26%	27%	21%	25%	25%	20%
Devaluation of the dollar	22%	19%	21%	20%	30%	25%	21%	22%
Natural disasters	13%	15%	16%	12%	16%	12%	10%	12%
Meetings backlash	8%	5%	9%	11%	13%	8%	6%	5%
Unfavorable opinion of U.S.	8%	9%	7%	8%	5%	10%	6%	7%
Foreign health issues	7%	8%	8%	7%	8%	6%	7%	5%
Other	3%	4%	1%	3%	4%	4%	3%	1%