

## PhoCusWright Sees Travel Agent Sales Grow

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A new study by PhoCusWright found that although online travel sales have soared, the travel agency distribution channel is still a big part of the industry and represents 41% of all travel booked in the U.S.

Despite the meteoric rise of online travel sales, the travel agency distribution channel represents a large and dynamic opportunity accounting for nearly \$110 billion in sales, or 41 percent of all travel booked in the United States, PhoCusWright research says in a new report. The study included interviews with 1,900 agents involved with ASTA, ARC and CLIA.

PhoCusWright says the study presents the first definitive sizing and analysis of the complex and dynamic agency channel. 'Facing significant upheaval in their industry, many in the agency community have responded strategically, tactically and - most of all - aggressively to adapt, survive and succeed,' the report says. 'The GDS, for example, has long been a mainstay of the typical travel agency, but key segments of the agency community are turning away from the GDS to supplier websites and other online tools to research and book product.' PhoCusWright projects that 21 percent of all travel agency sales will be booked online by 2009.

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