

Consumers Are Ready to Travel Again, Here's Why They Should Use an Advisor

by [Jessica Montevago](#) / April 16, 2021

Now that more are gearing up to make vacations they've been dreaming about and planning for over a year, **it's more important than ever that they use advisors. Travel advisors will be an indisputable part of the travel experience, and consumers would be smart to rely on their expertise during the complex trip planning process.**

While some international travel has yet to return, more and more destinations are opening their borders. With cruise lines, airlines, and hotels all implementing various COVID-19 protocols, **having a travel advisor navigate that on behalf of their clients will ensure a seamless experience. There are also ever-changing vaccine and test requirements.**

"A travel agent is more important now than ever before in helping you navigate the new travel landscape," . "The new protocols, travel authorizations, insurance requirements, and documents needed are a hurdle for a first-time visitor however using an agent that knows this would save you so much time or at the worst being turned away at the airport."

Some people will be taking bucket list trips after a year inside. **Consumers will need the knowledge and skill of a travel advisor to put together these types of complex and meaningful trips without issue.**

Eileen Anderson of Journeys Afar said, **"This past year reminded me that my professional expertise has value and exclusivity with numerous trade partners beyond the reach of novice travel planners,"** adding that her clients appreciate her knowledge, connections, and efficiency.

Whether it's through a relationship with a supplier, industry know-how, or providing a human voice at the other end of the phone, advisors save their clients from the confusion and frustration that might arise.

Marc Bokoff, Cruise Planners owner, said by **securing client refunds, future travel, and cruise credits, "we proved the value of a fully engaged travel advisor advocating for clients during a very tough time."**

"I maintained a list of cancelled reservations and whether they were refunded or had FCCs. This allows me to follow up at appropriate times to see if/when they will be ready to rebook while managing the expiration dates. Some clients opted to rebook along the way and have weathered multiple suspensions and we have been working very closely with them to continue to manage expectations."

"More advisors are changing their fee structure to an annual subscription basis, where their clients pay one fee up front and get most, if not all, consultation and booking services for free," Sharon Fake, director of operations at Travel Experts said.

"Clients are willing to pay for your time, expertise, relationships and support," she said. **"Especially in today's world, where bookings are requiring an even more extensive amount of time and an even wider breadth of expertise, it's important that you're compensated for those valuable assets."**

Meanwhile, travelers who booked with online travel agencies (OTAs) like Expedia or Priceline have struggled to get their refunds back. According to formal complaints with the U.S. Department of Transportation, of the 14,604 complaints received from January to December 2020, **94% were about obtaining refunds for unused or lost tickets, fare adjustments, or bankruptcies.**
