

# What Supercharges Travel Professionals 2025

Motivation, challenges and tech influence

Based on a global survey with 1300+ respondents from Europe, Latin America, Asia, North America and the GCC region.



# The voice of professionals

Travel professionals are the beating heart of the travel industry, yet their voices are often overlooked in industry studies and technology discussions. With this report, we put travel professionals in the spotlight. This is particularly important now, as frontline workers contend with increasing competition, rising customer expectations, and rapid technological advancements.

In a global survey, we asked travel professionals about their true feelings toward their work, the challenges they face, and their relationship with technology. We discovered that travel professionals stand out as specialists with a purpose-driven mindset and a long-term commitment to the industry. Over the past decade, they have navigated numerous challenges and significant shifts in the industry.

Despite often being perceived as conservative, they have demonstrated remarkable resilience and willingness to leverage new technologies to stay competitive in an ever-evolving landscape.

We believe the travel industry can grow sustainably by focusing on the real issues that matter to both travellers and the professionals at its core. With this in mind, we are dedicated to supporting the global travel community and delving deeper into what drives their day-to-day work. We hope this report will provide valuable insights for decision-makers across the travel industry — from travel companies to technology providers and beyond — enabling them to better understand the needs of travel professionals and develop more practical, customer-centric solutions.

**Felix Shpilman,**

President and CEO, Emerging Travel Group



# Motivation

This part of the report covers data on the general respondents' career development and the motivation aspects behind it.



## Methodology

### Global Tourism Report



The report is based on a survey of more than 1,300 travel professionals across Europe, Latin America, Asia, North America, and the GCC region.

### Structure



This study provides insights at both global and regional levels, highlighting overall industry trends as well as market-specific dynamics.

### Key markets



The regional analysis offers an in-depth look at select markets in Europe (UK, Spain, Germany, Italy, France), Latin America (Mexico), and North America (USA). The survey was taken in the second quarter of 2025.

### Respondents



The respondents are the representatives of leisure and business travel sectors, including travel agencies, travel management companies, tour operators, travel advisors with a host agency and independent travel advisors.

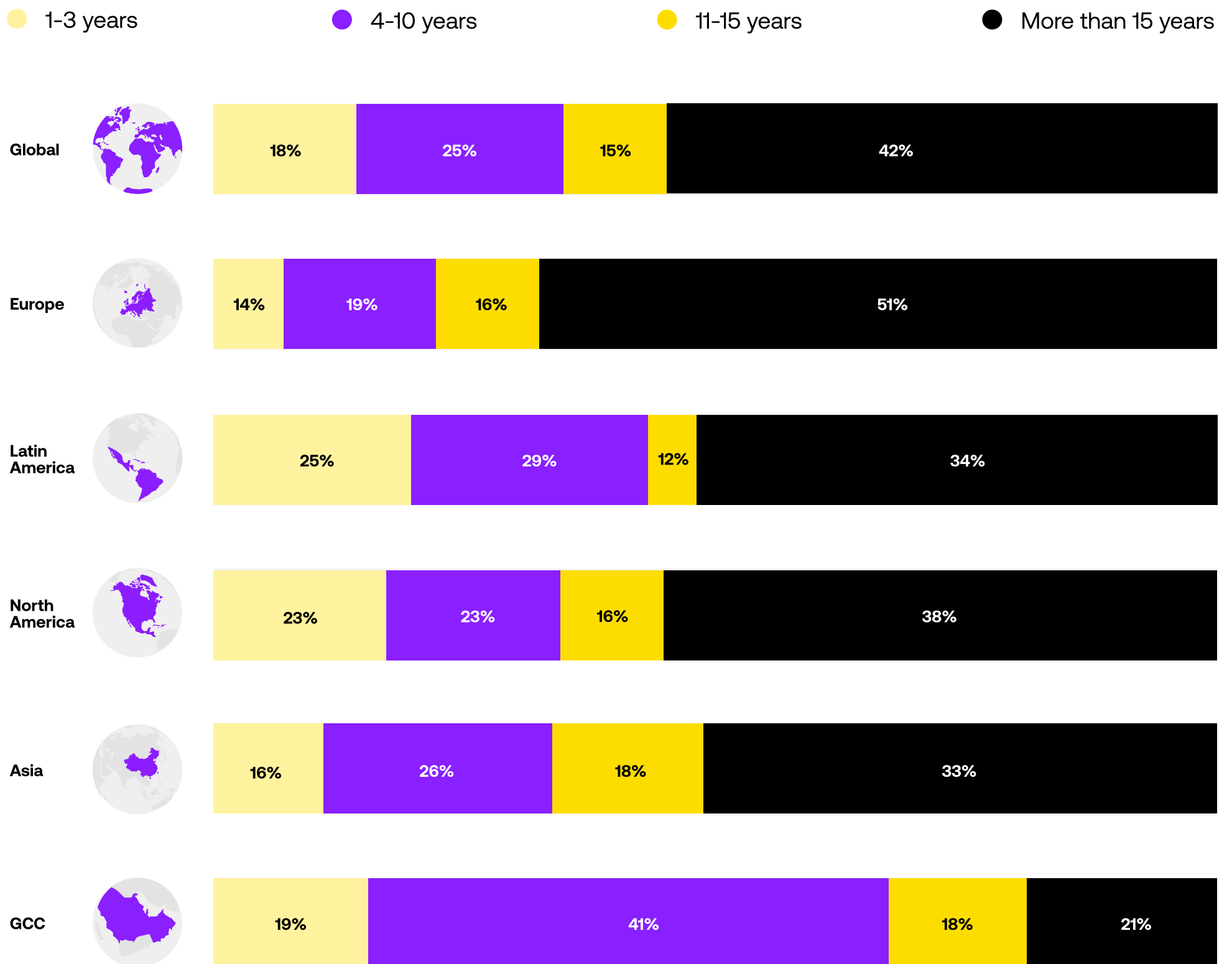
# Audience Portrait: Global and Regional Insights



## Industry Experience

The results underscore a clear trend: travel professionals are loyal to their industry. 42% of respondents have over 15 years of experience, especially in Europe (51% on average),

particularly in Italy (68%), Germany (64%) and Spain (52%). This highlights a preference for long-term careers within travel rather than shifting to other sectors.



Meanwhile, some markets have a relatively high number of professionals who recently entered the travel industry. For example, the GCC shows shorter work experience — 42% of respondents have worked between 4 and 10 years. Statista's data indicates that the employment in the travel and tourism sector in the GCC region grew by 24% between 2012 to 2017.

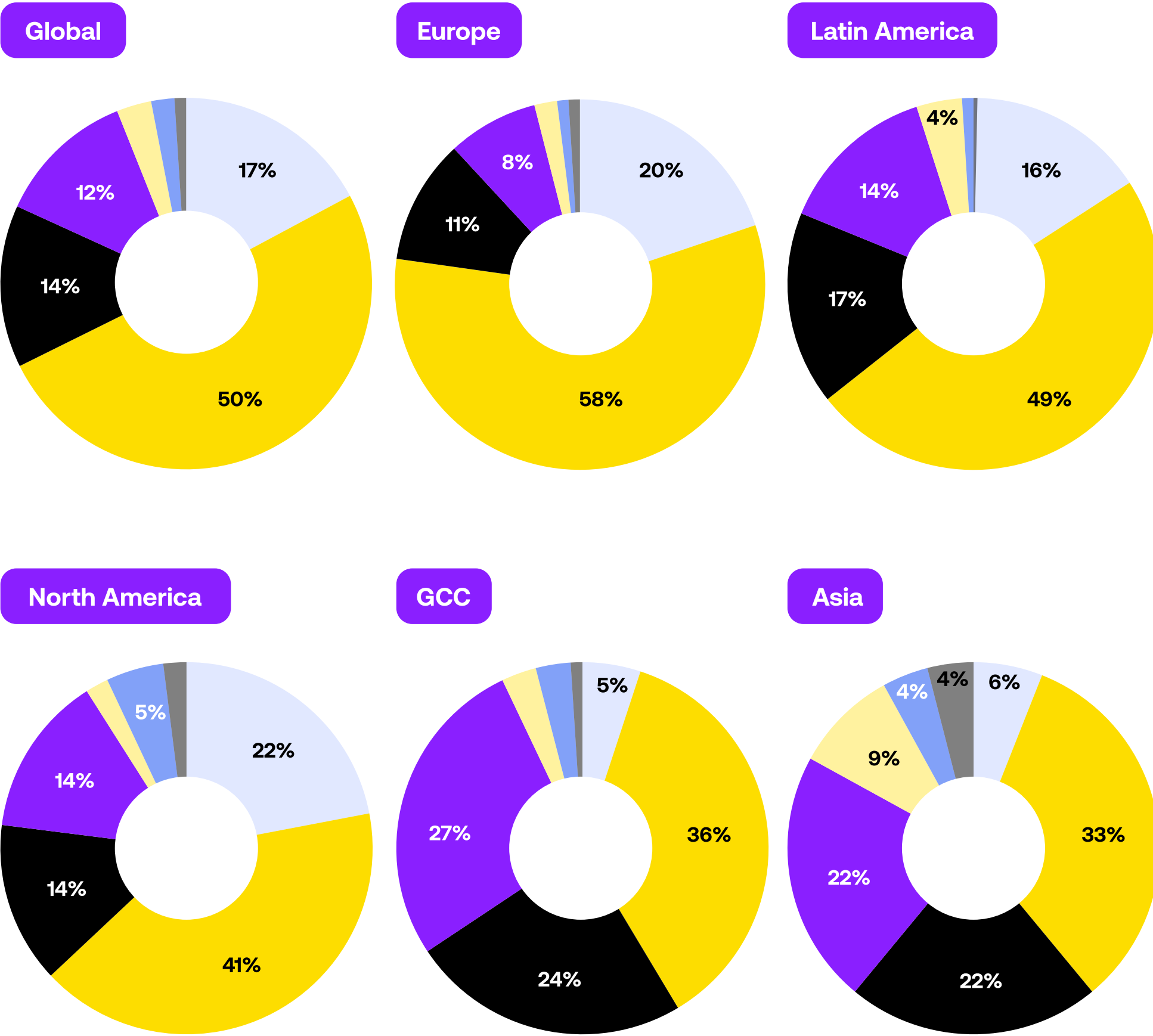


# Company Size

The survey indicates that 50% of global respondents work in small businesses of 2 to 5 people, with the highest rate in Europe (58%) and LATAM (49%). Approximately 17% of global respondents operate as individual agents – the largest share registered in North America (22%).

In contrast, only around 5% in GCC and Asia are solo professionals. Instead, these markets showed the highest representation of medium-sized companies from 6 to 50 people: 44% in Asia and 51% in the GCC region.

Just me 2-5 people 6-10 people 11-50 people 51-100 people 101-500 people 500+ people



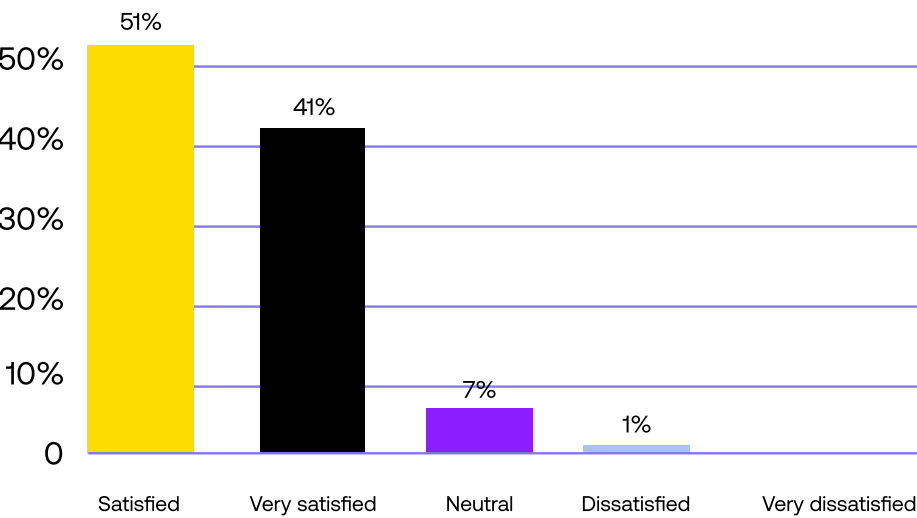
# Professional satisfaction level

An overwhelming majority of 92% described themselves as either satisfied or very satisfied in their roles.

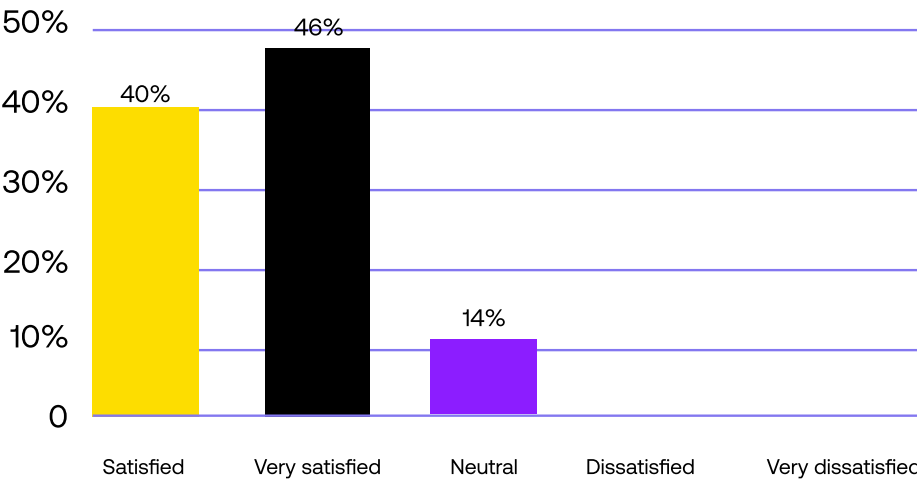
This remarkable result points as a strong indicator of fulfillment in the travel sector across all markets.

Satisfied    Very satisfied    Neutral    Dissatisfied    Very dissatisfied

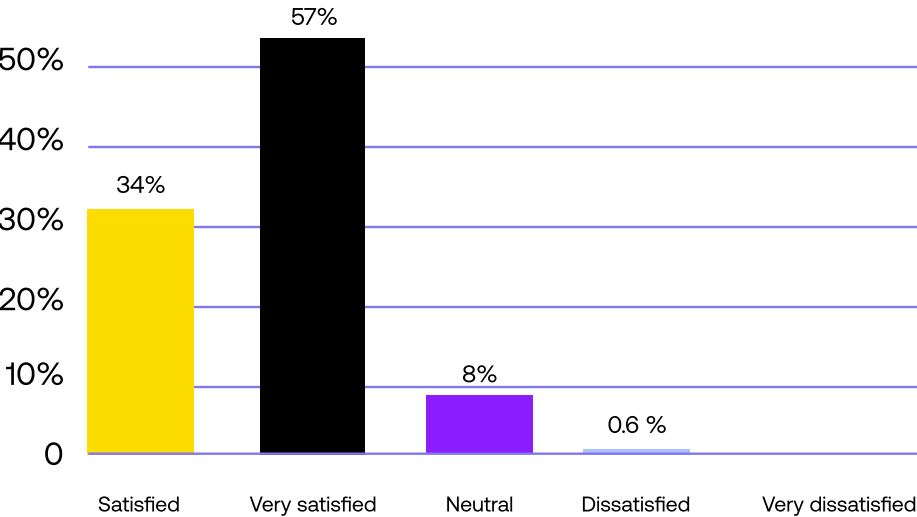
Global



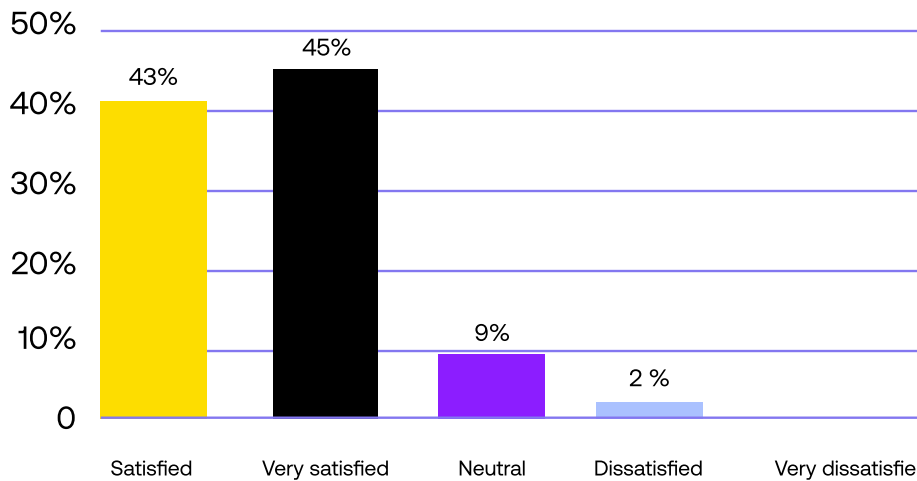
Asia



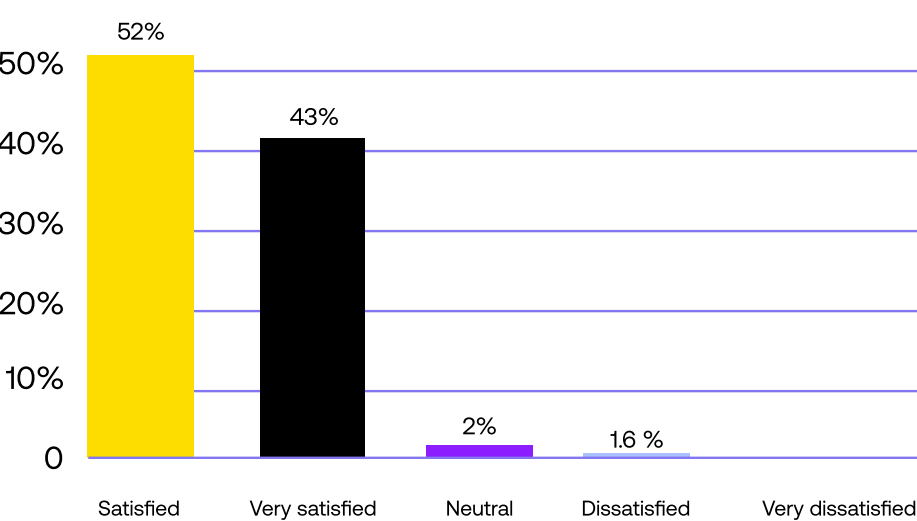
Europe



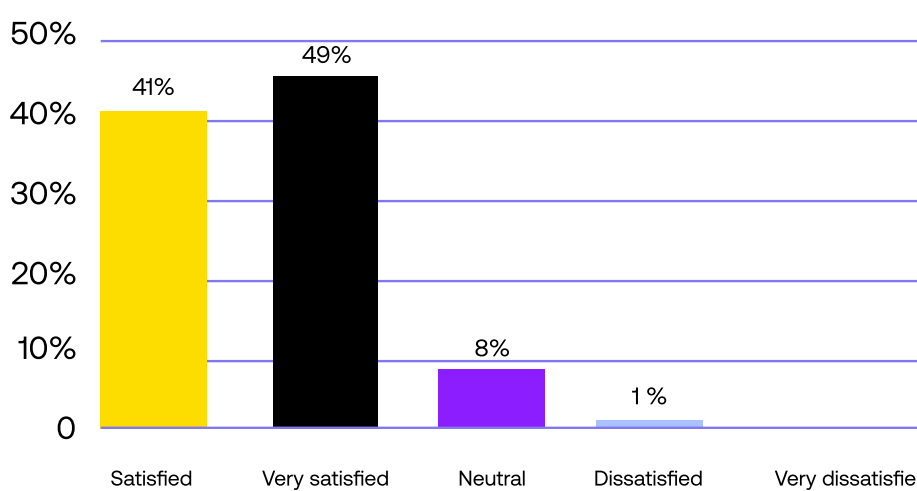
North America



Latin America



GCC



# What drives motivation

Looking at the motivational part of the survey, travel professionals display distinctive traits that set them apart from many other industries. Their top career drivers show a genuine passion for human-to-human interactions and personal curiosity about exploring new destinations (42%).

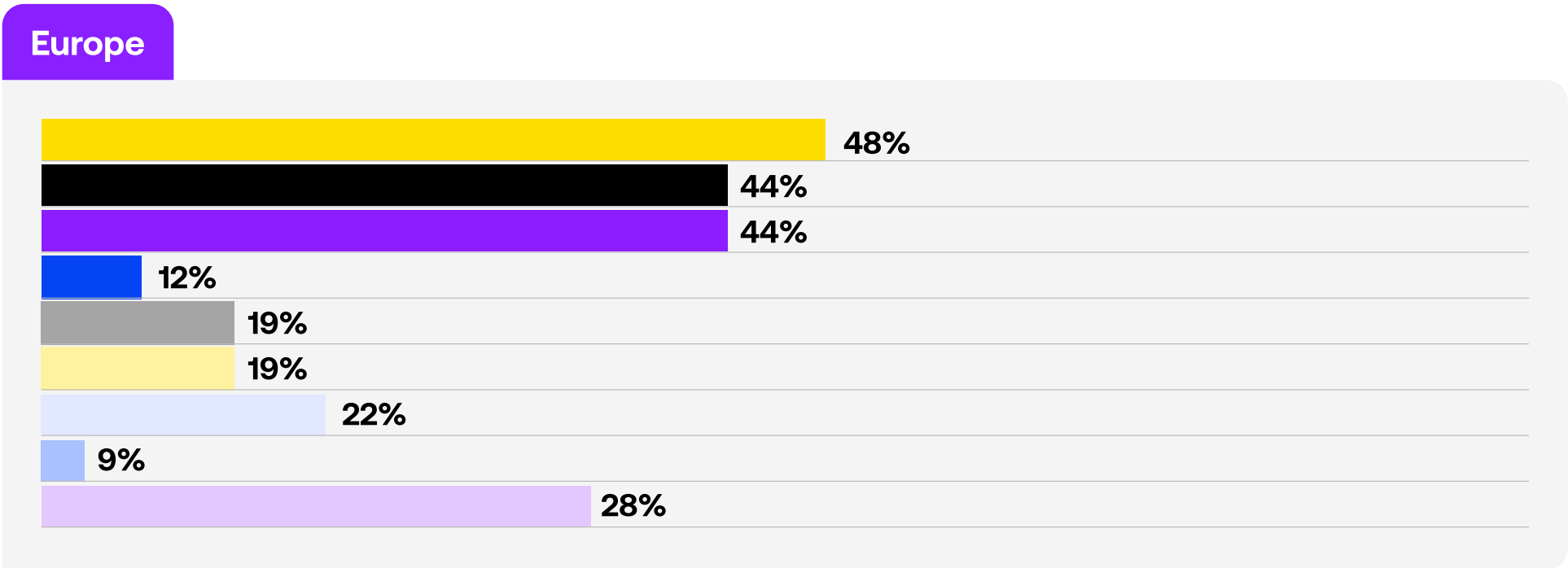
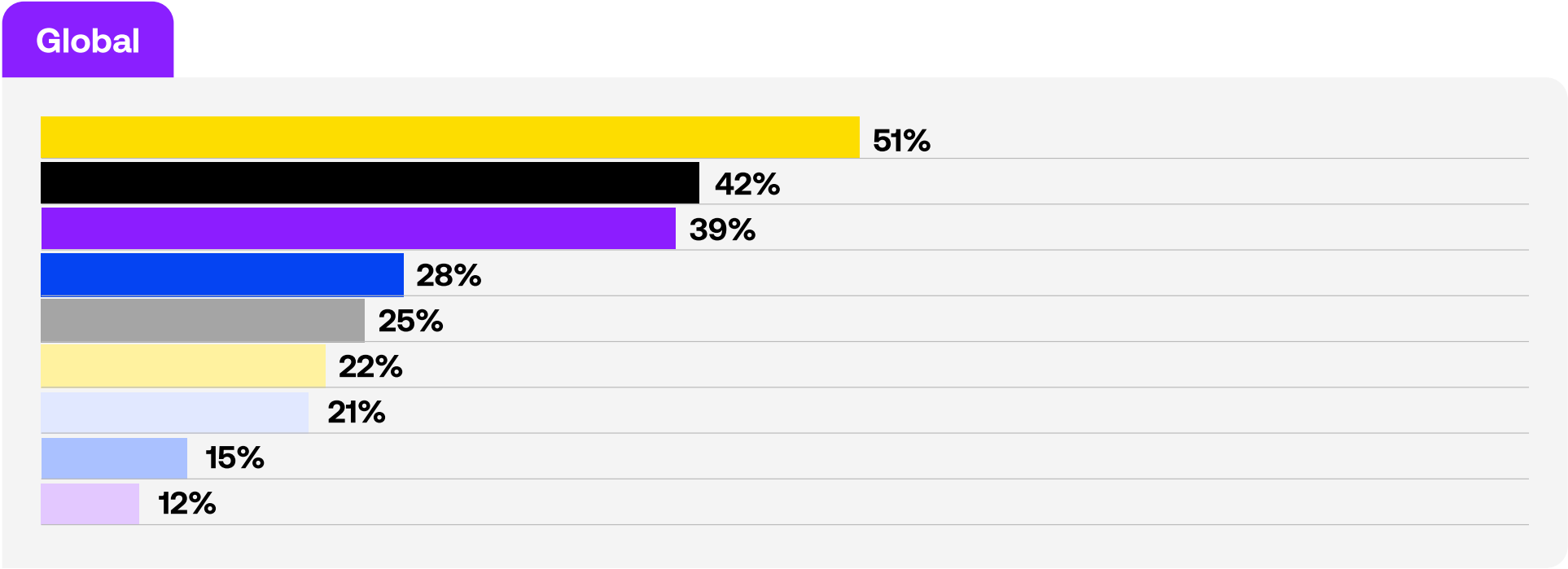
## Two key motivators are directly client-focused:

- 51% enjoy creating memorable experiences for their customers.
- 39% are strongly encouraged by positive client feedback.

Notably, financial incentives and income levels appear less important, suggesting that travel professionals value a combination of factors rather than income alone.

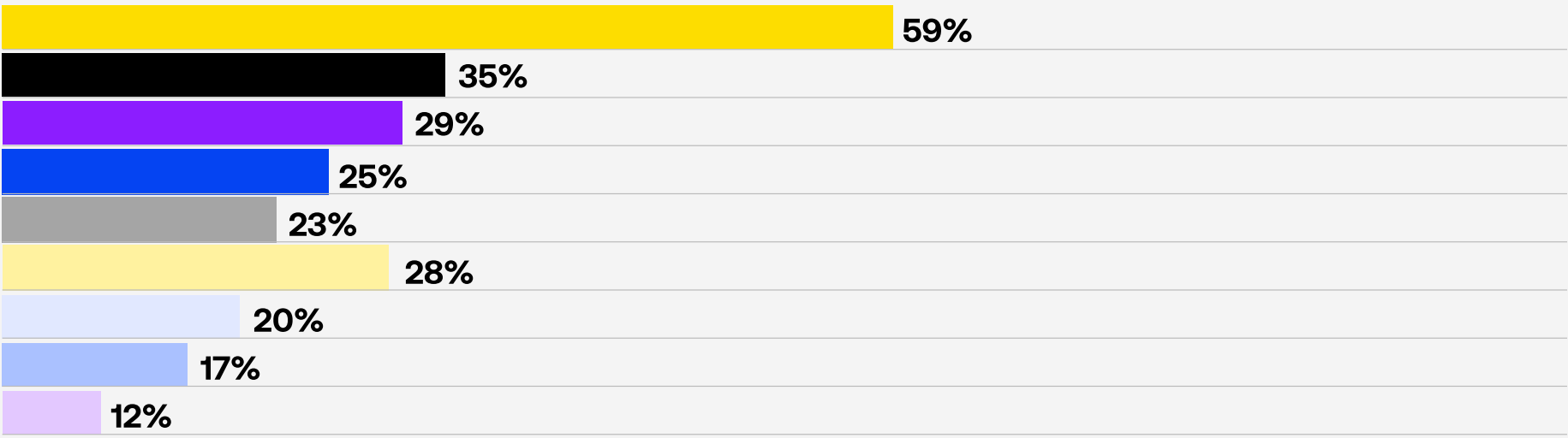
# What do you like most about your travel career?\*

- Creating memorable experience for dients
- Exploring new destinations and accommodations
- Positive client feedback
- FAM trips
- Access to special rates
- Decent income
- Work-life balance
- International travel community
- Independence

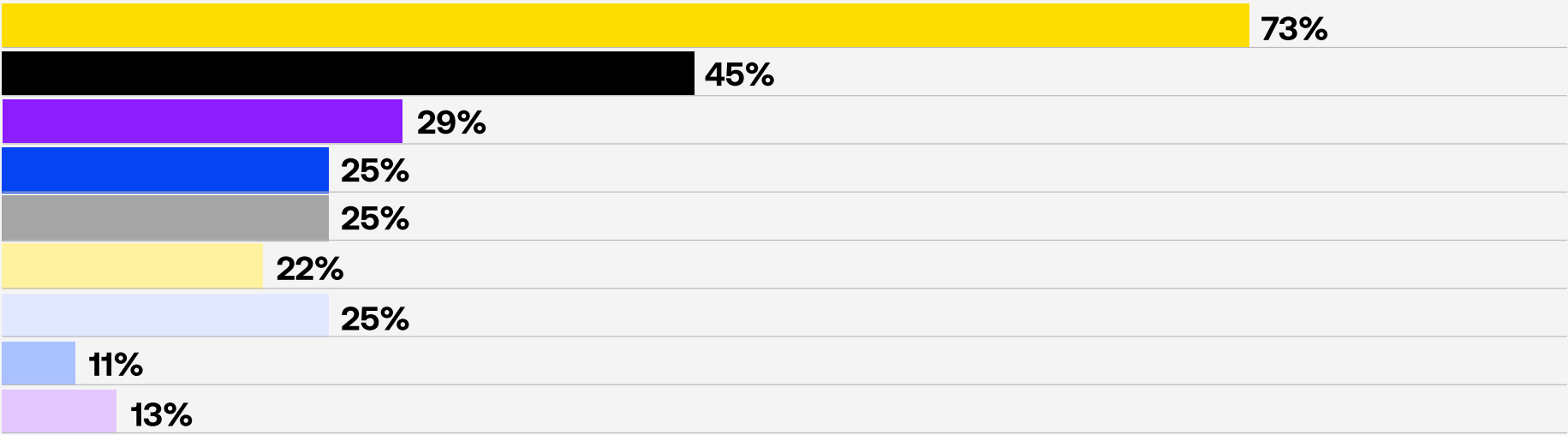


\*Multiple-choice

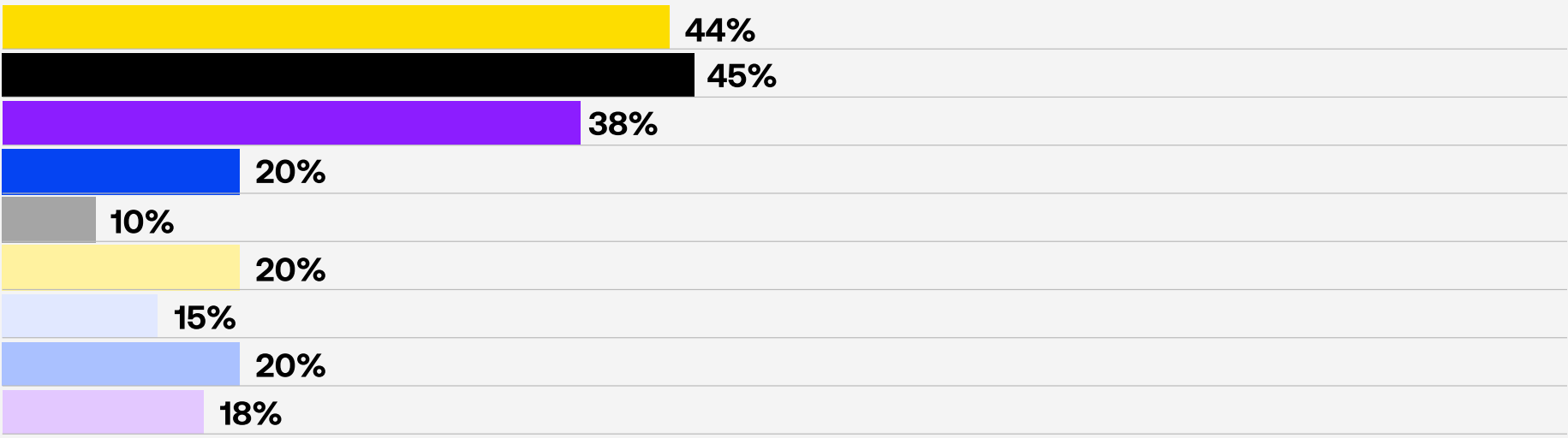
Latin America



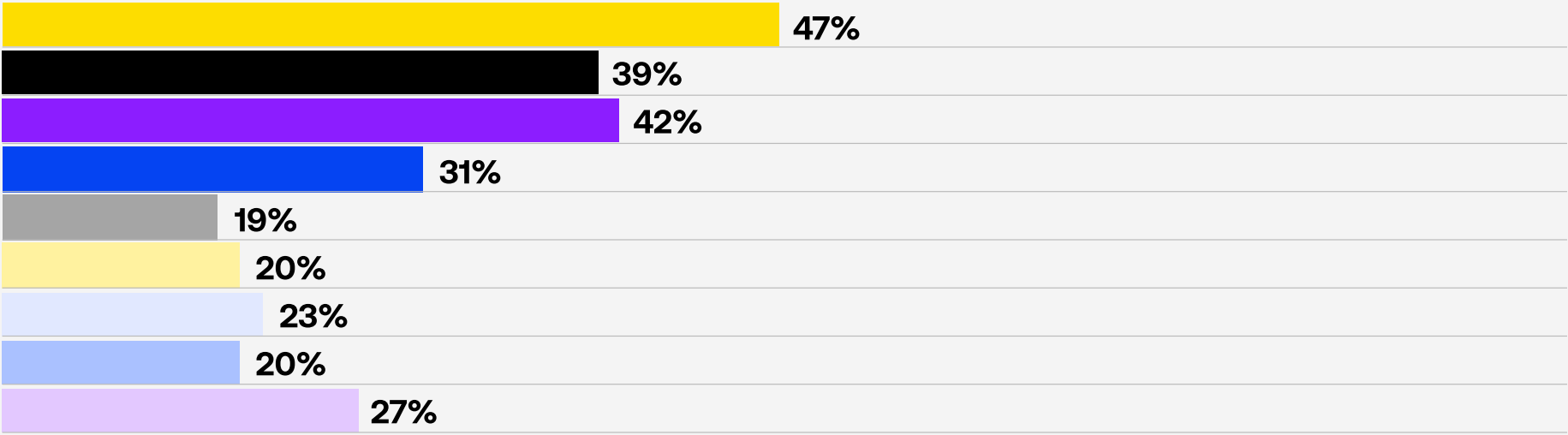
North America



GCC



Asia





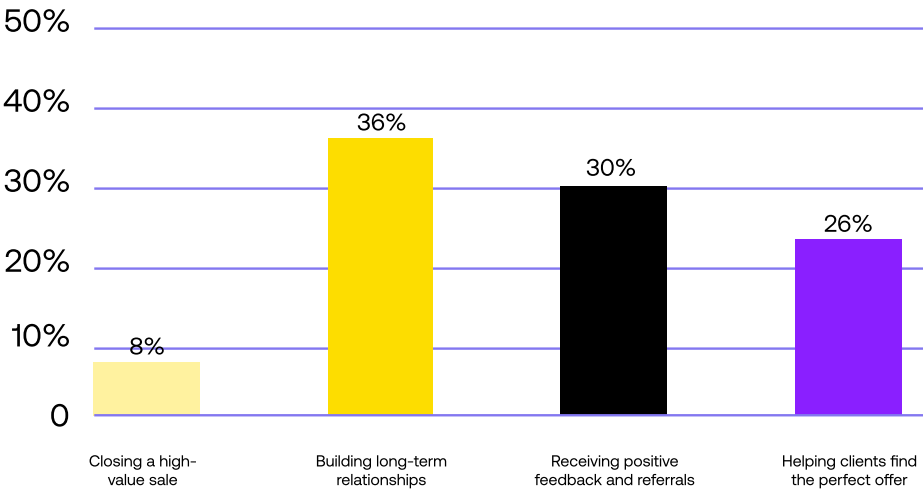
# Which aspect of client interaction do you find most rewarding\*

When interacting with clients, respondents find building long-term relationships (36%), receiving positive feedback (30%), and helping clients find the perfect offer (26%) to be the most rewarding

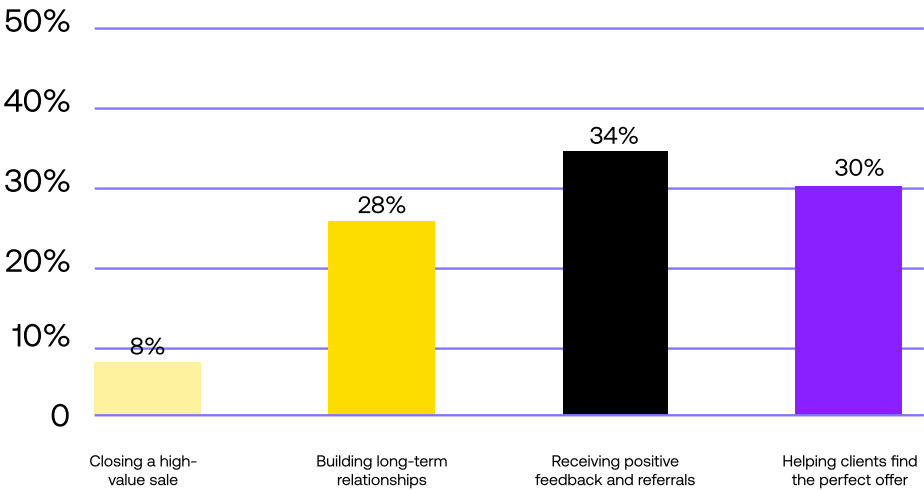
aspects of their work. In contrast, high-value sales are perceived as much less rewarding, with only 8% of respondents selecting this option.

- Closing a high-value sale
- Building long-term relationships
- Receiving positive feedback and referrals
- Helping clients find the perfect offer

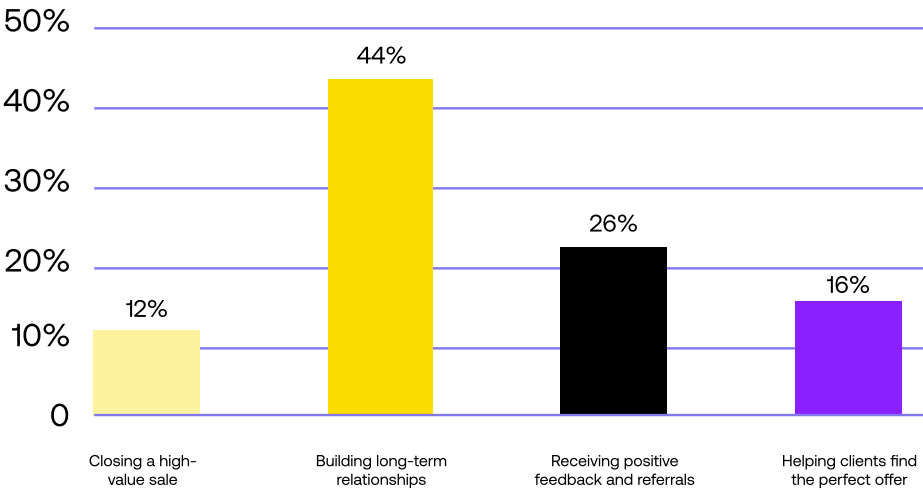
Global



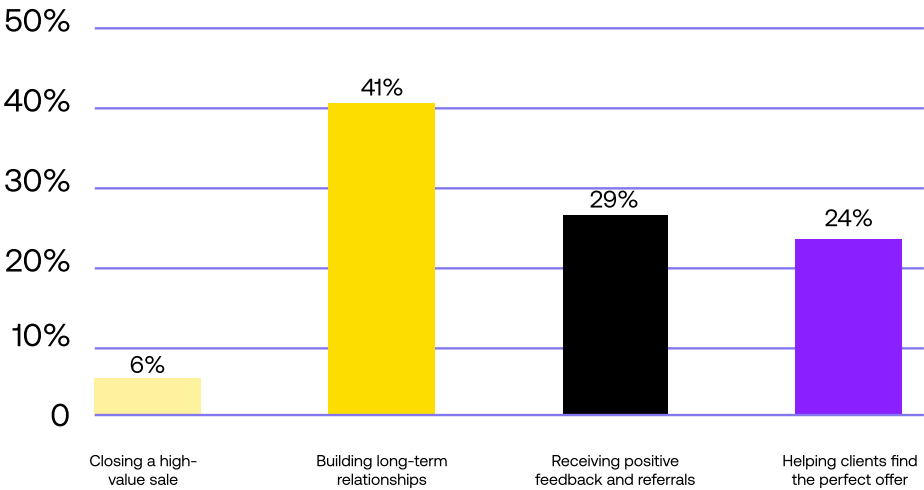
Latin America



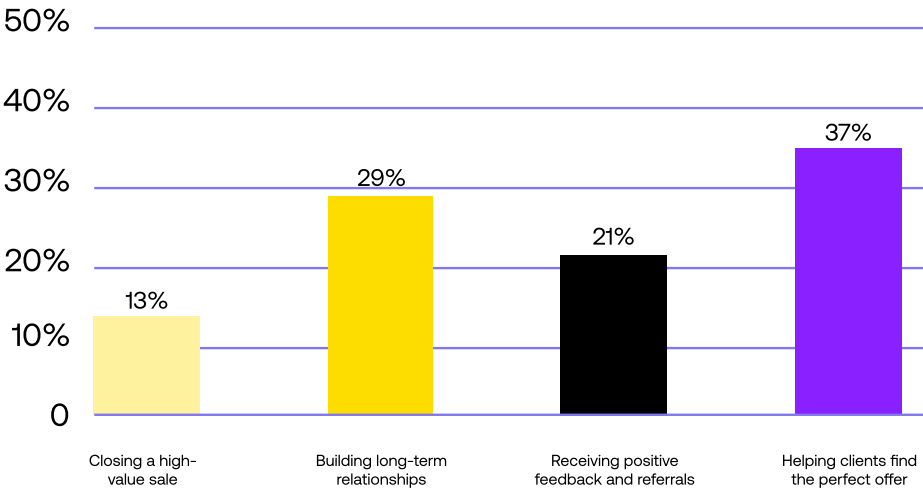
North America



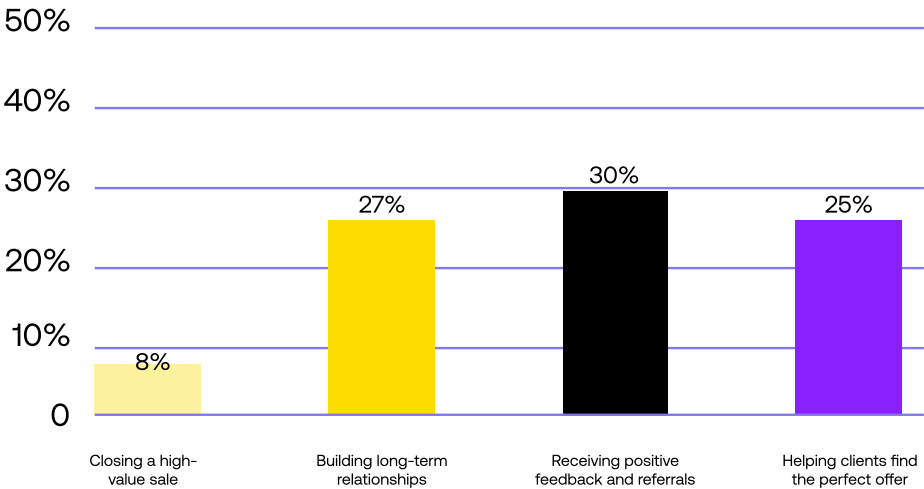
Europe



Asia



GCC

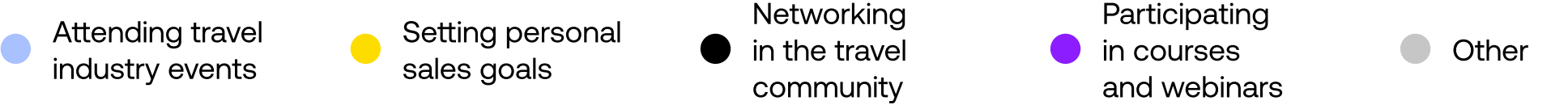


\*Multiple-choice

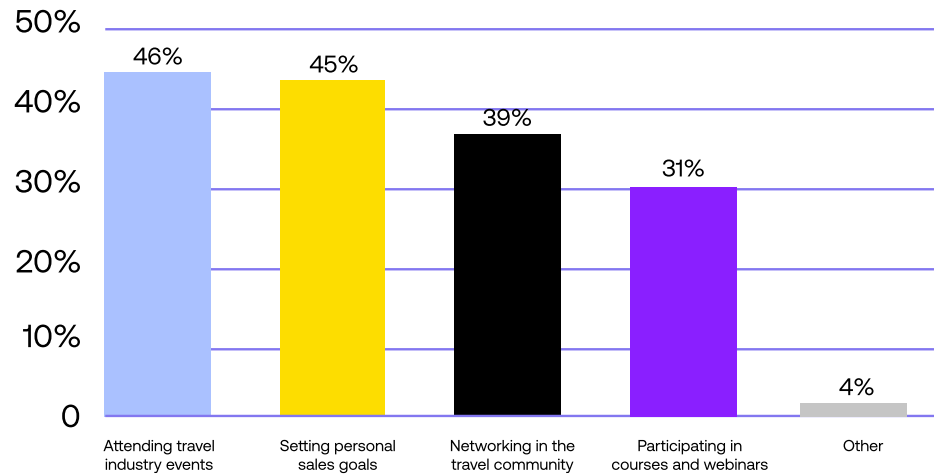
To maintain long-term engagement and high satisfaction, professionals utilise several strategies: nearly half of the respondents attend industry events to gain fresh insights and inspiration, an almost equal number set personal sales goals.

Networking is also widely used, with 39% of respondents building professional connections to stay driven and engaged. Finally, about one-third regularly take part in educational courses and webinars, underscoring their focus on continuous learning.

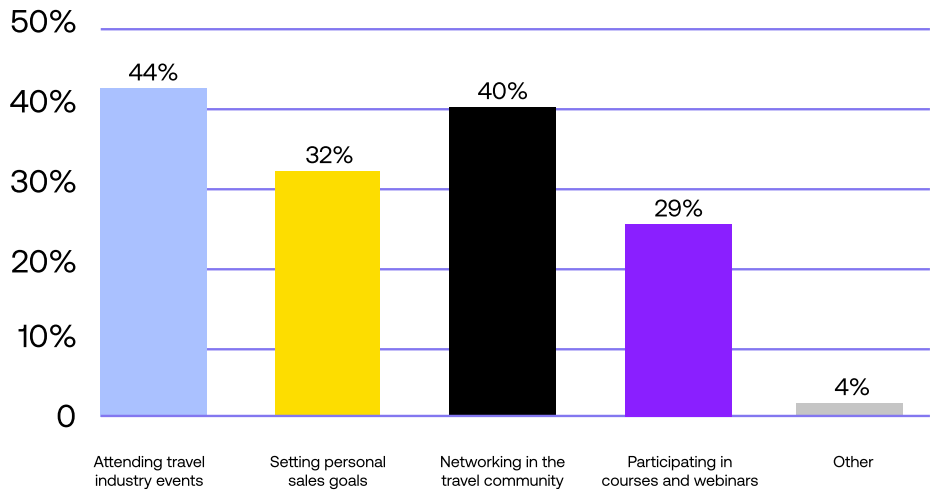
How do you stay motivated?\*



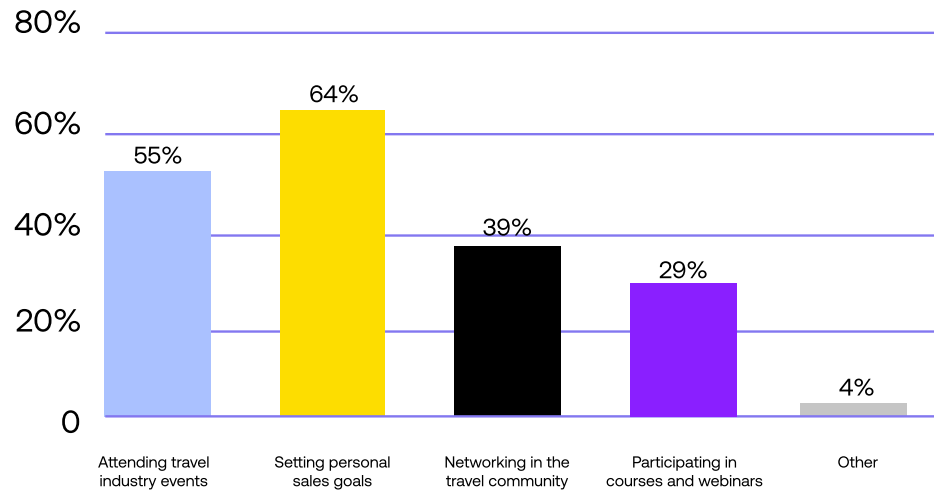
Global



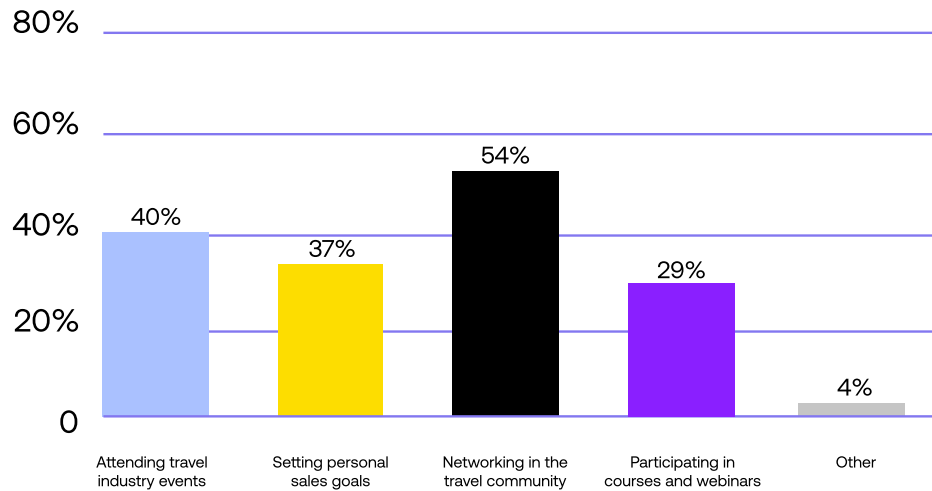
Europe



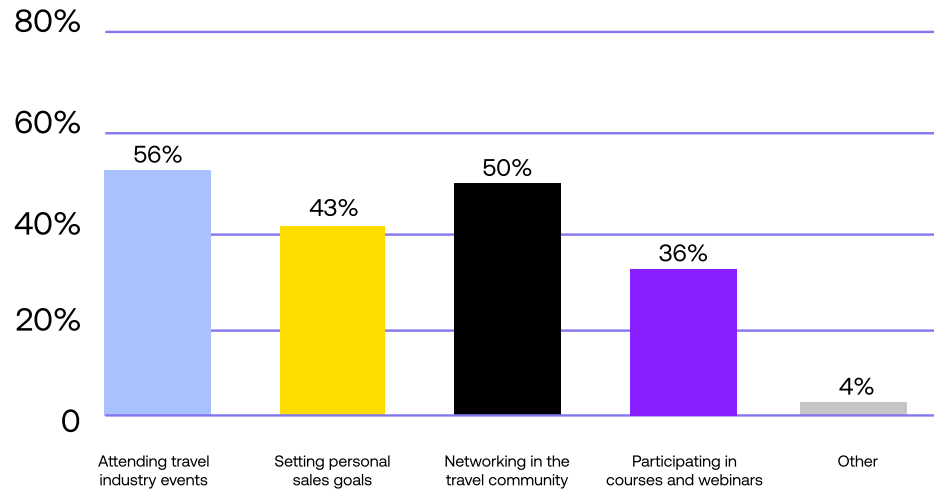
Asia



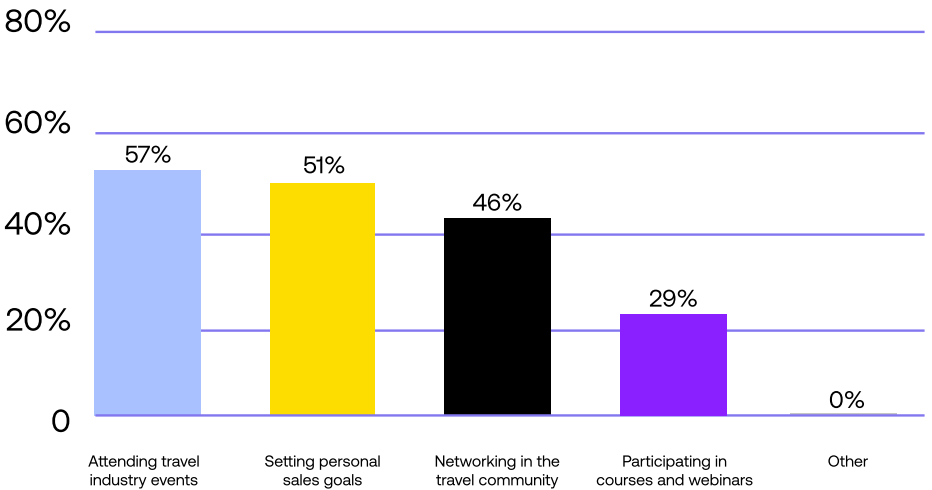
Latin America



North America



GCC



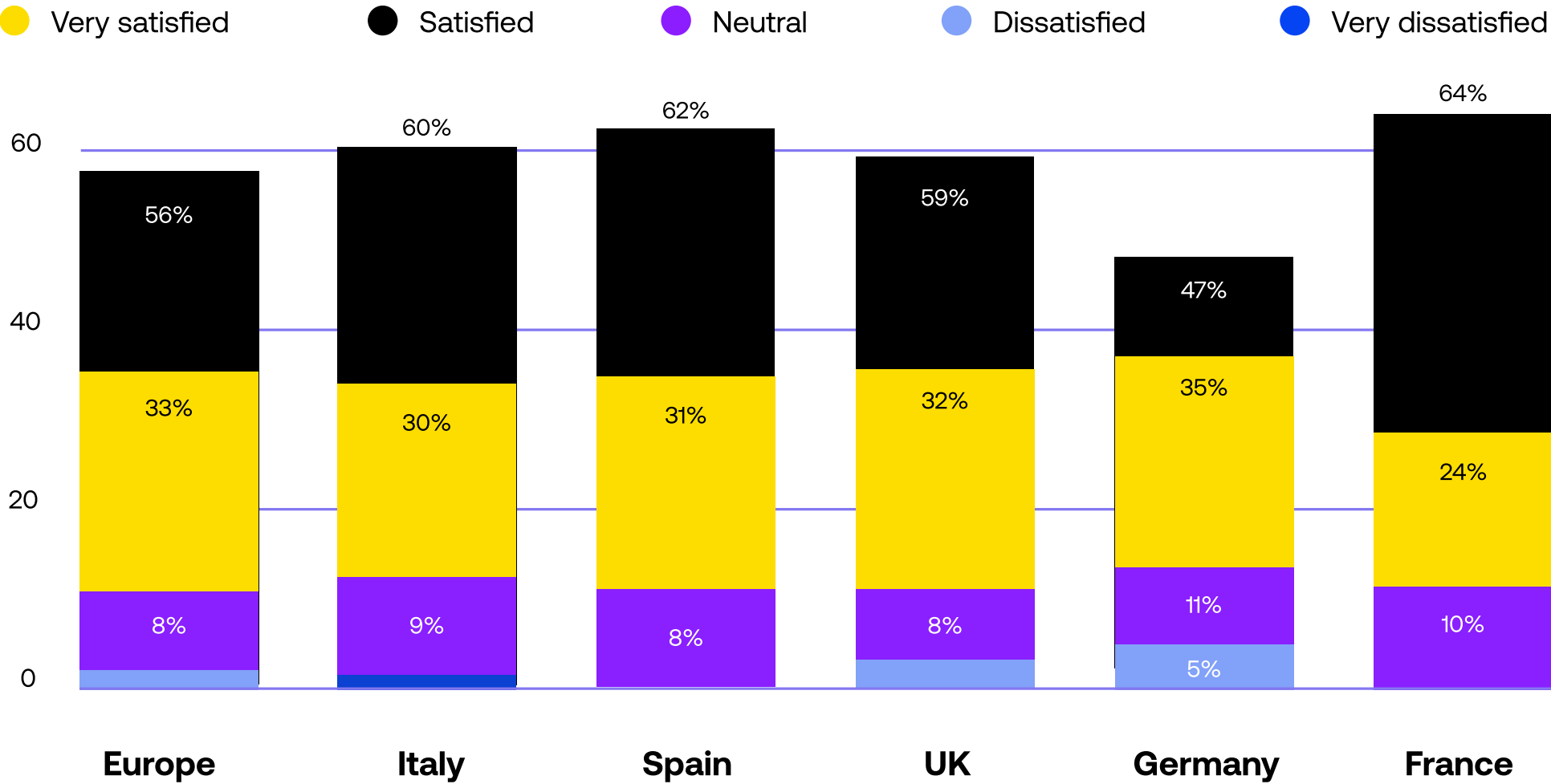
Open-ended responses also reveal other ways professionals stay motivated: exploring new tech suppliers and AI tools for time-saving,

building and launching strategic partnerships, travelling to new destinations personally to design new routes.

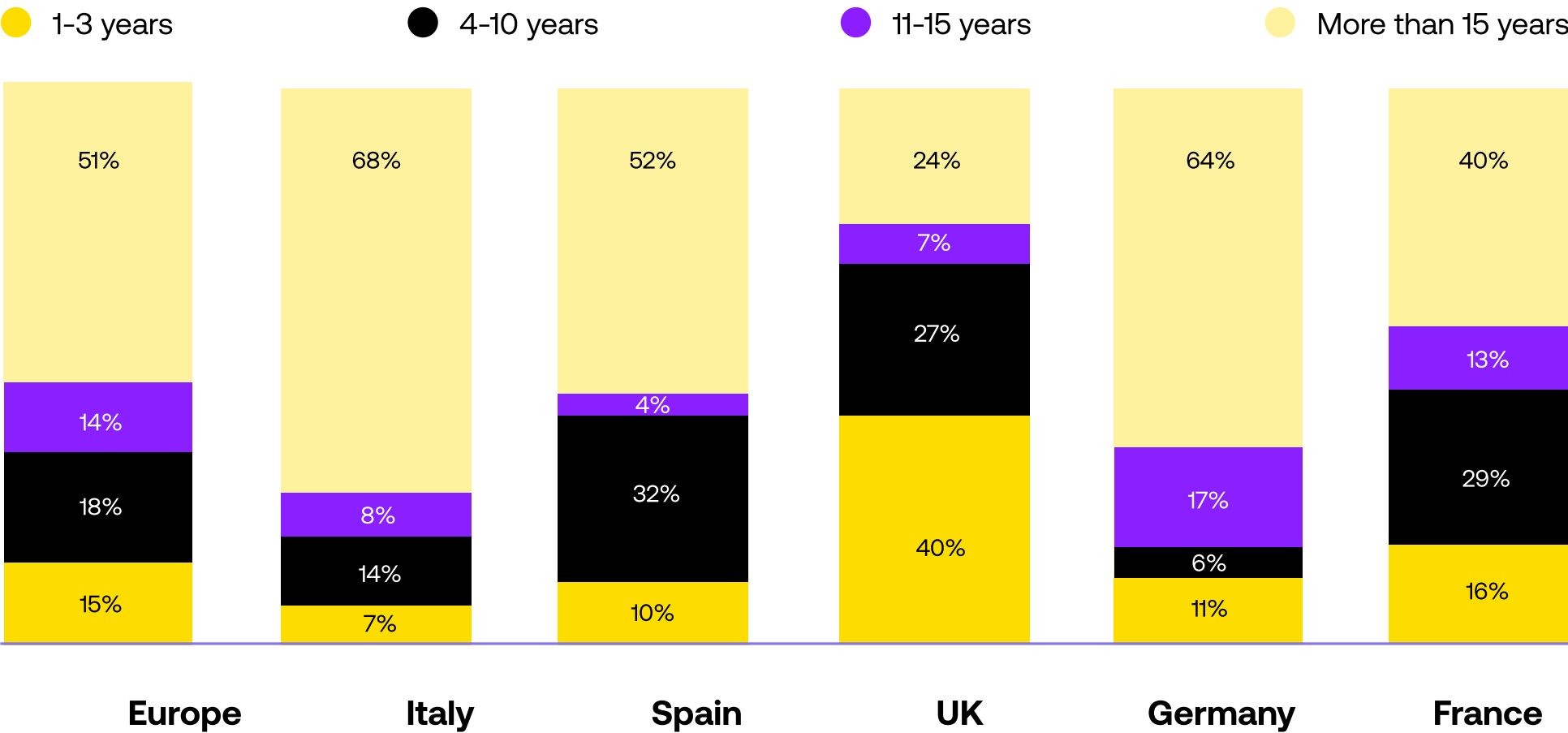
\*Multiple-choice

# Europe overview

## How satisfied are you with your career in travel?

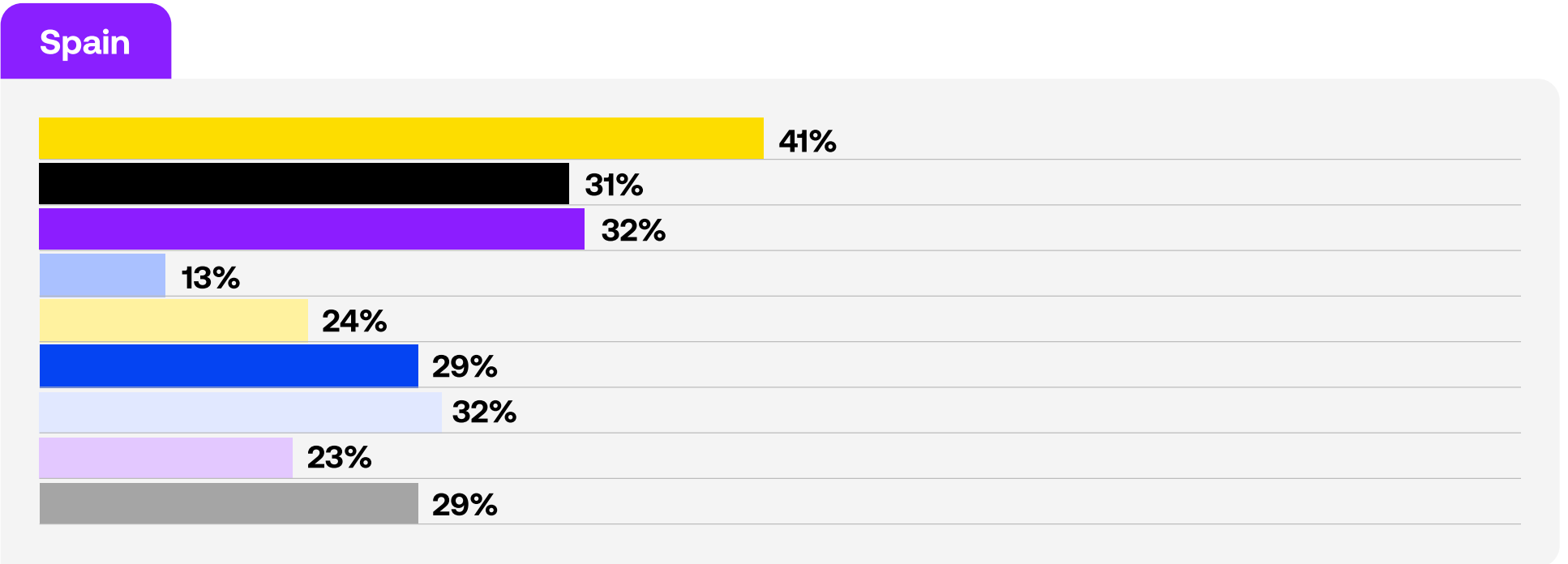
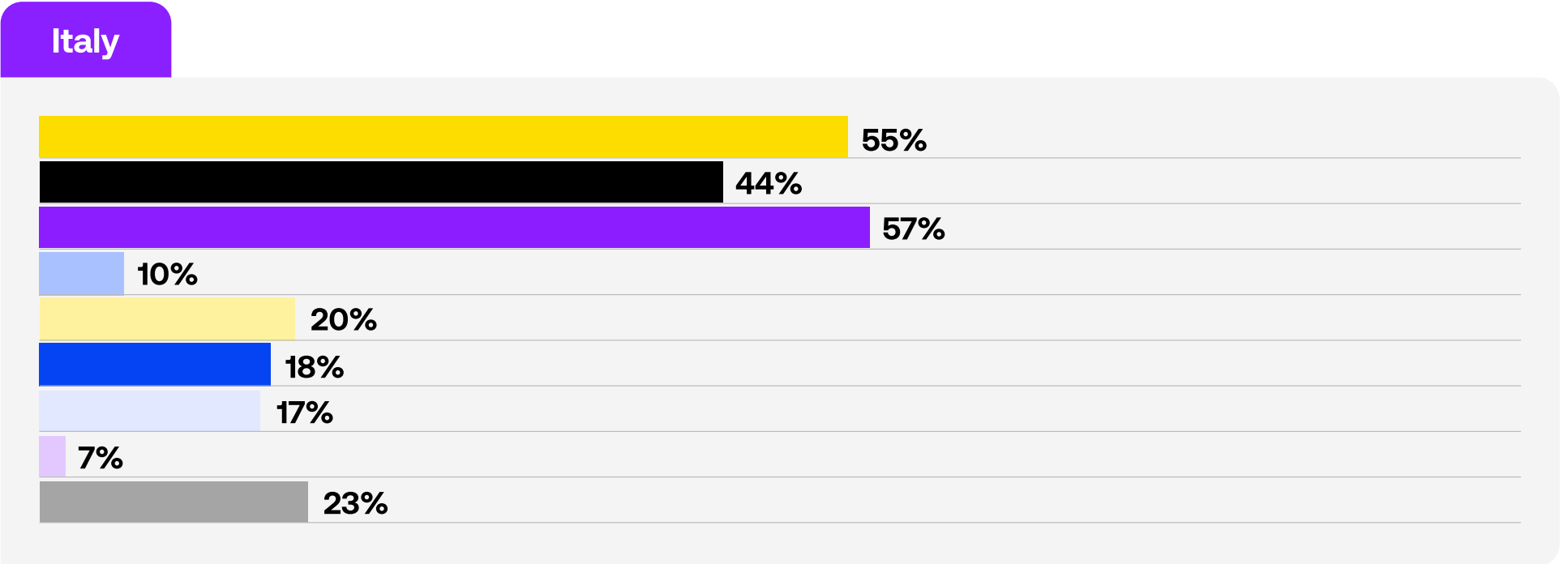
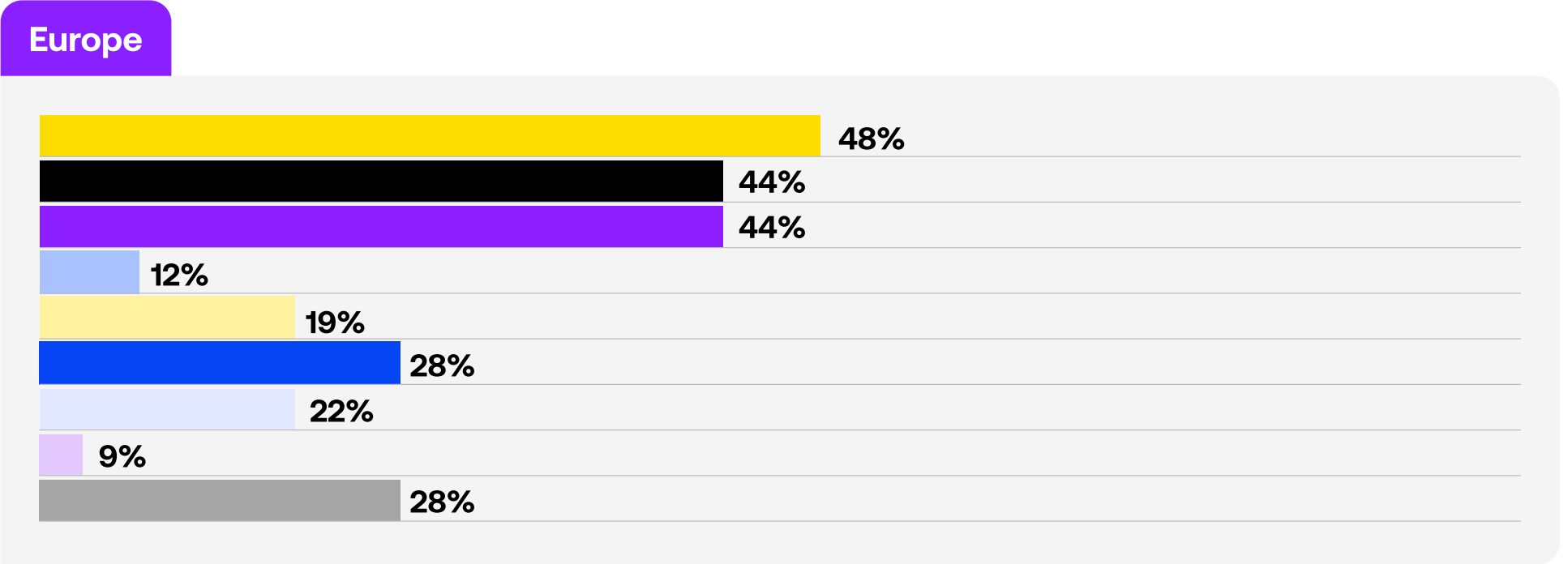


## How long have you worked in the travel industry?



# What do you like most about your travel career?\*

- Creating memorable experience for dients
- Exploring new destinations and accommodations
- Positive client feedback from happy dients
- Decent income
- FAM trips
- Access to special rates
- Work-life balance
- International travel community
- Independence

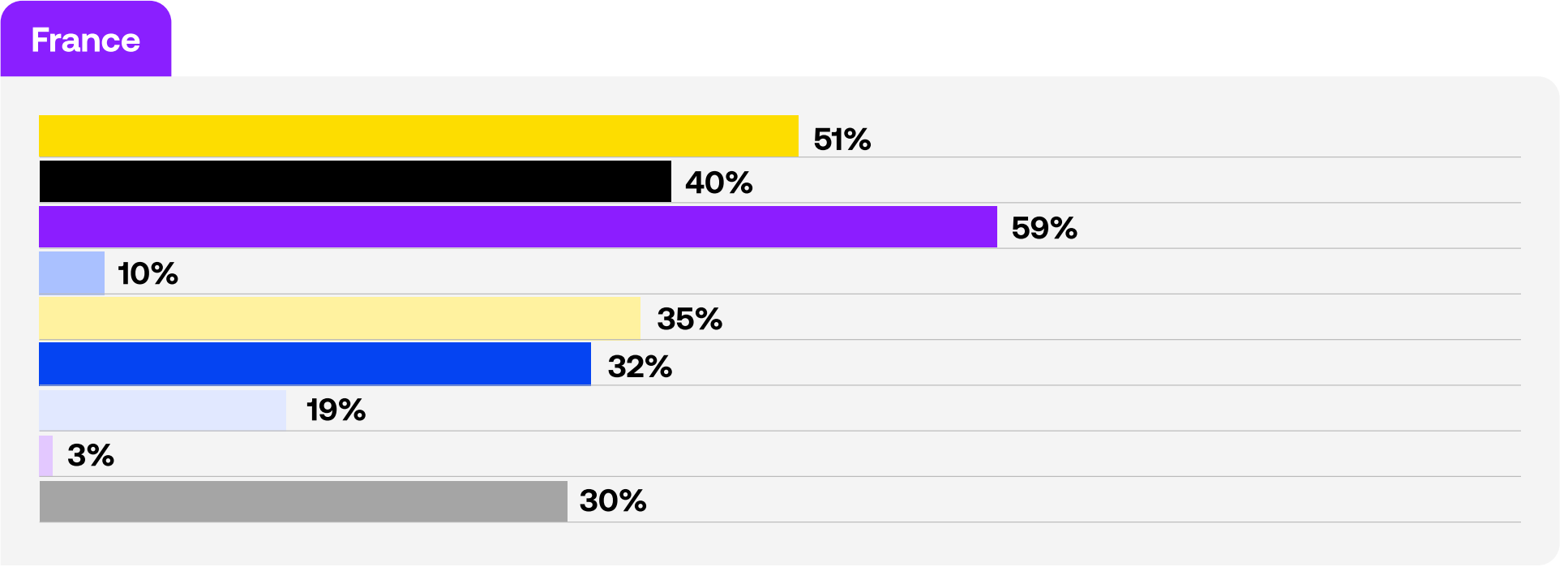
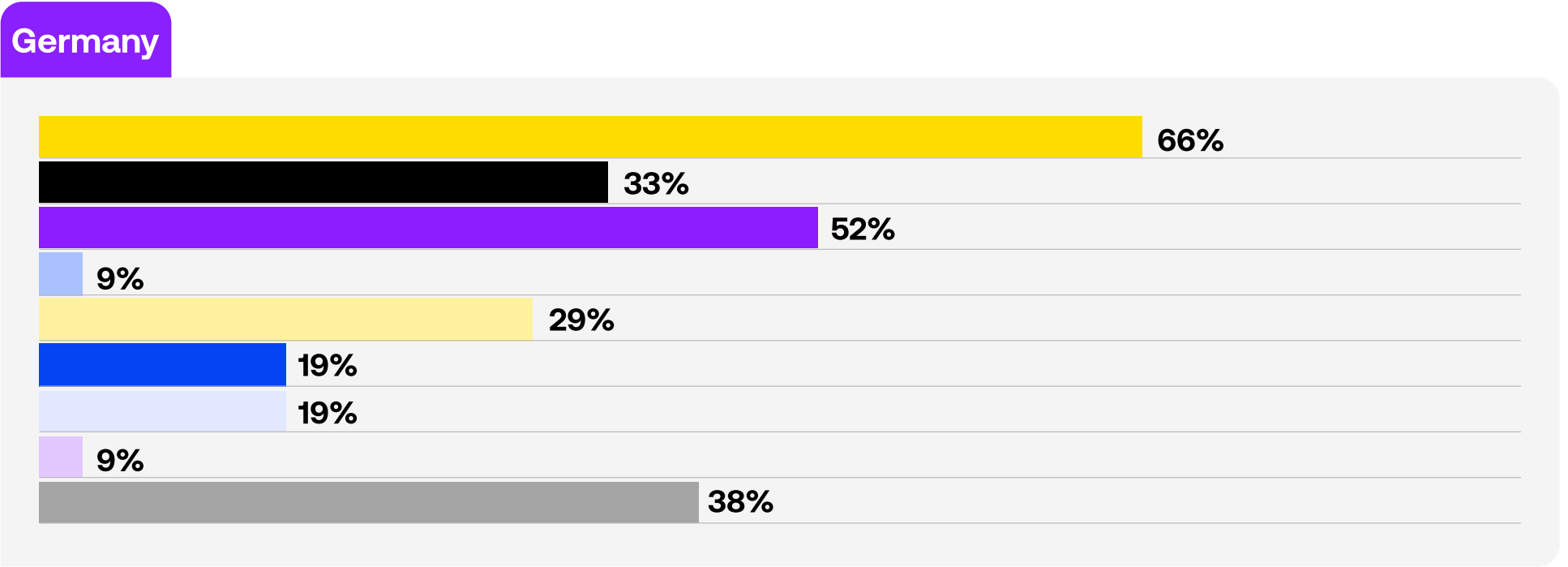
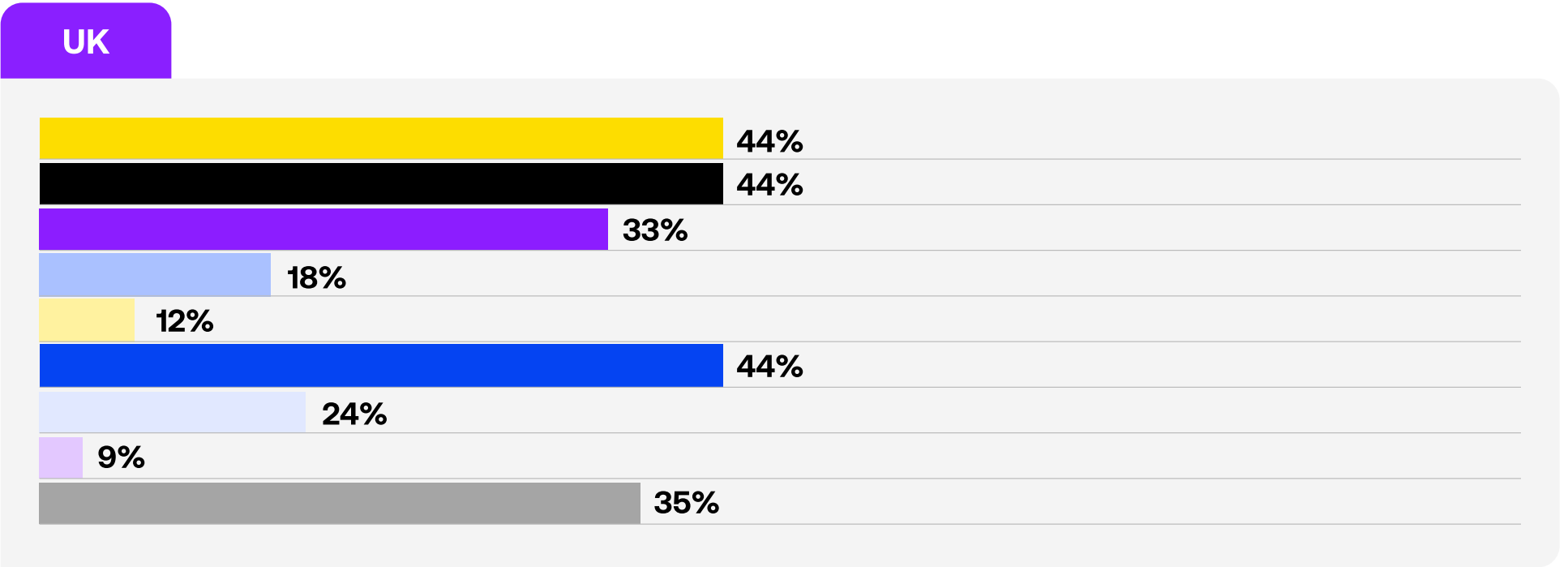


\*Multiple-choice



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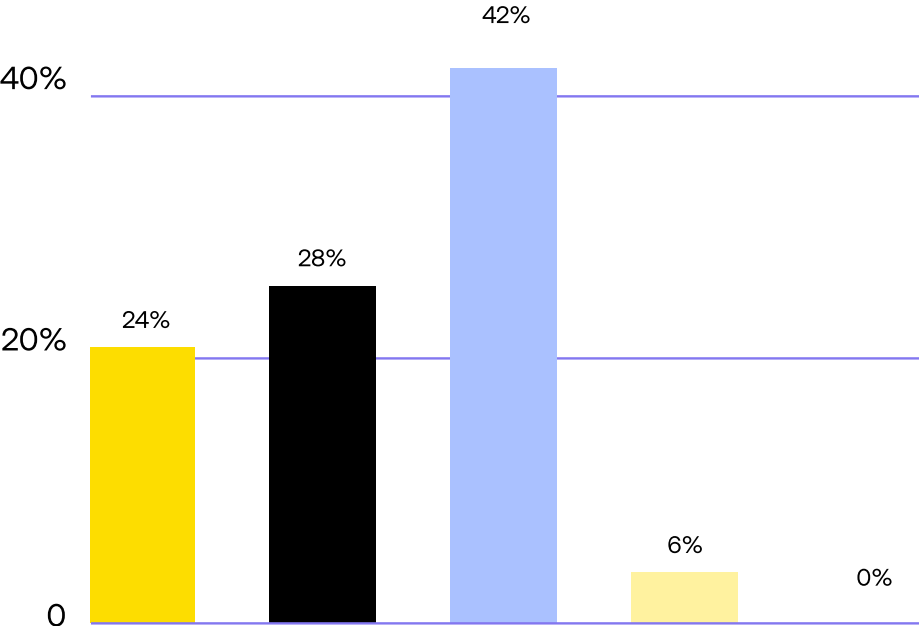


\*Multiple-choice

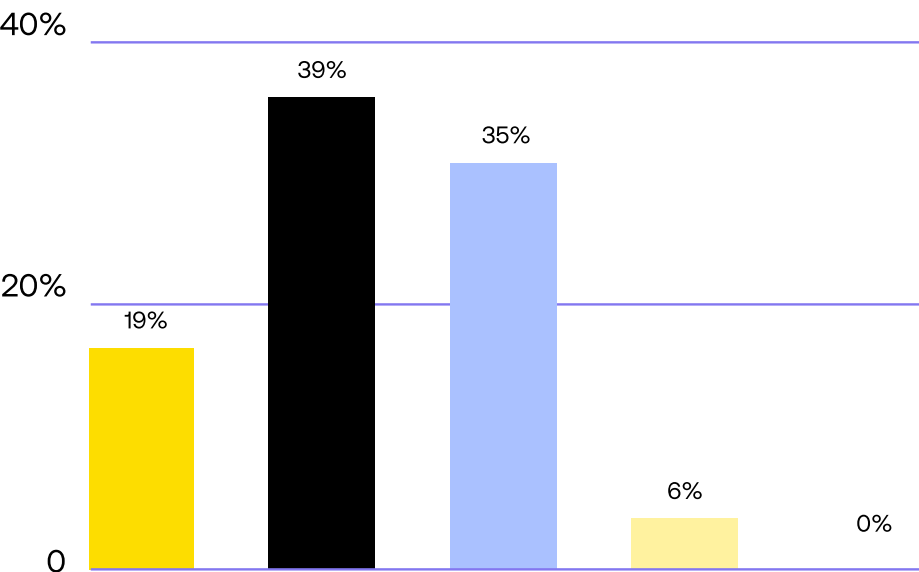
# Which aspect of client interaction do you find most rewarding?

- Helping clients find the perfect offer
- Receiving positive feedback and referrals
- Building long-term relationships
- Closing high-value sales
- Other

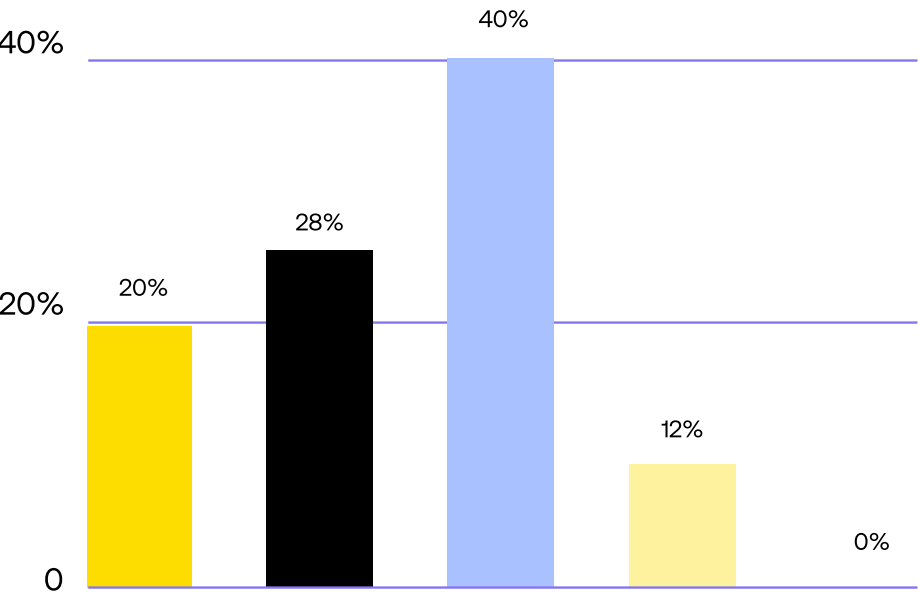
Europe



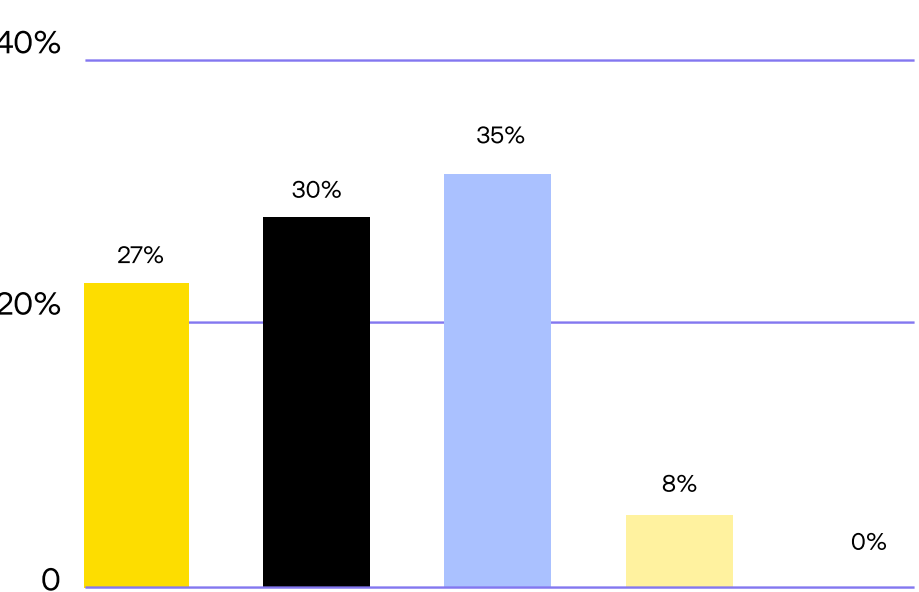
Italy



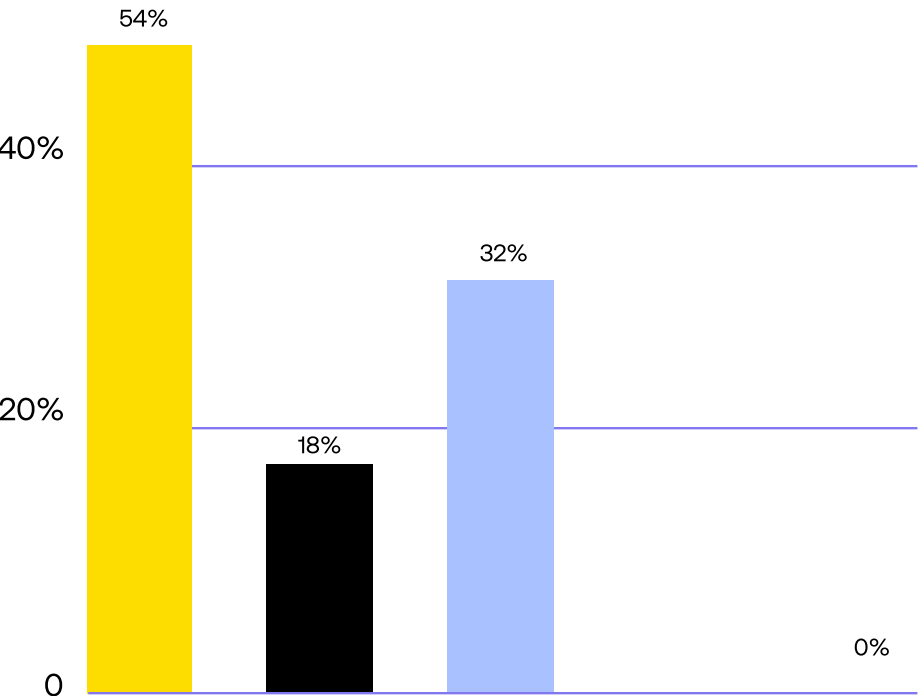
Spain



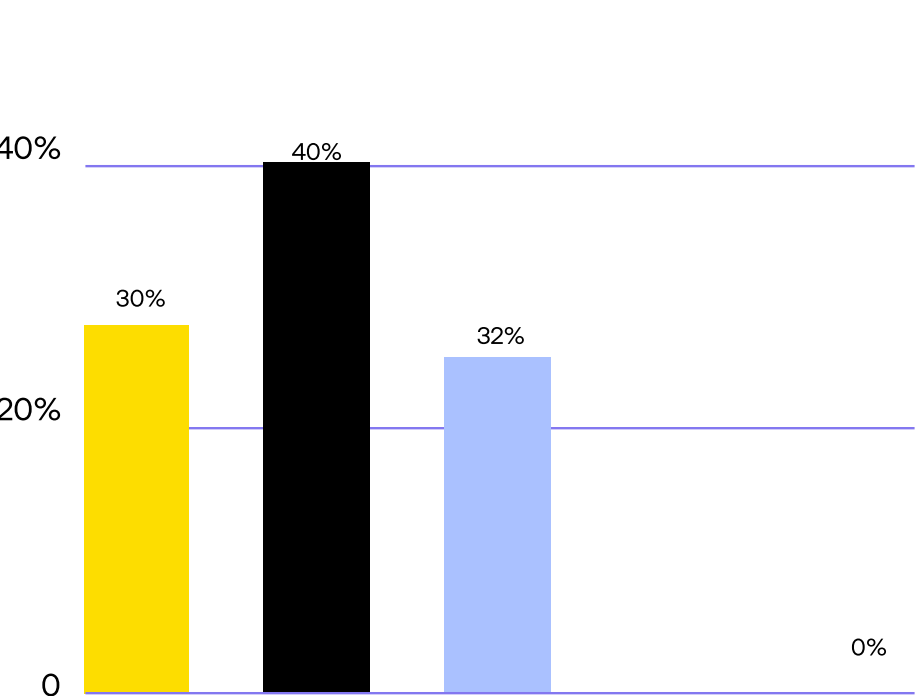
UK



Germany



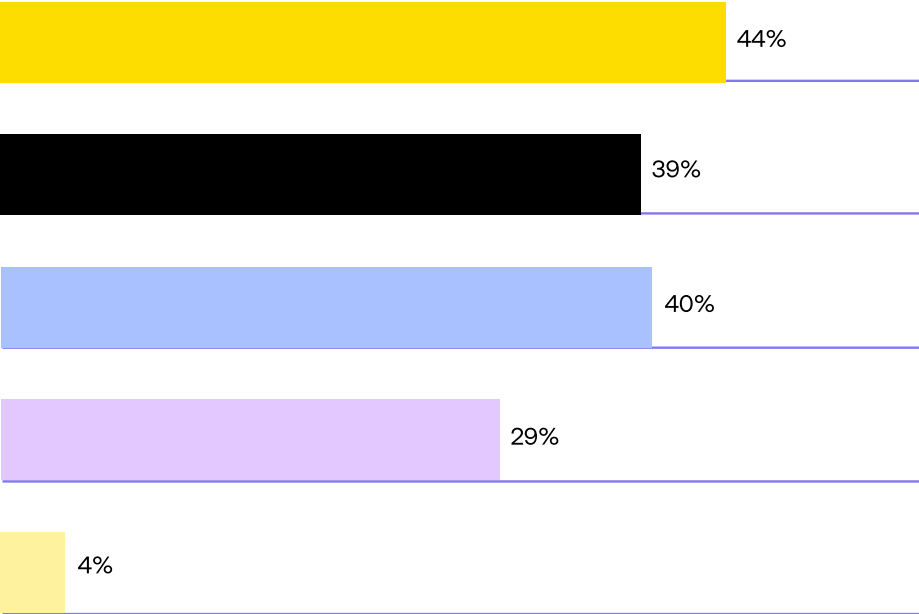
France



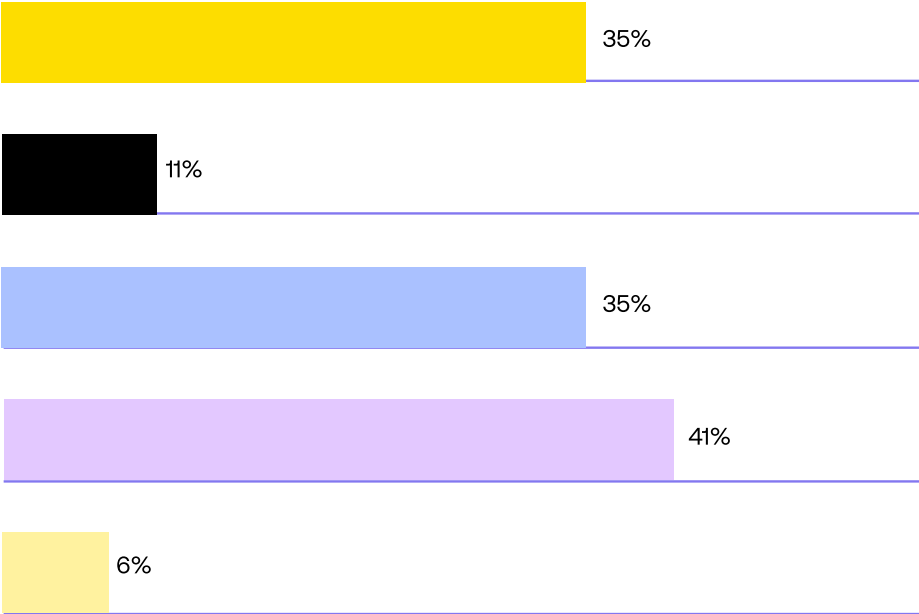
# How do you stay motivated in your role?

- Attending travel industry events
- Setting personal sales goals
- Networking in the travel community
- Participating in courses and webinars
- Other

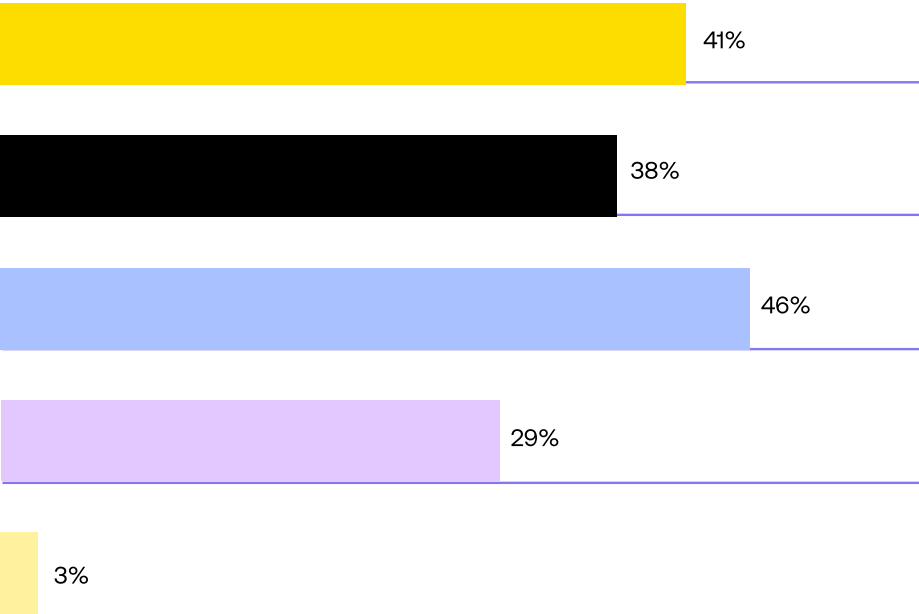
## Europe



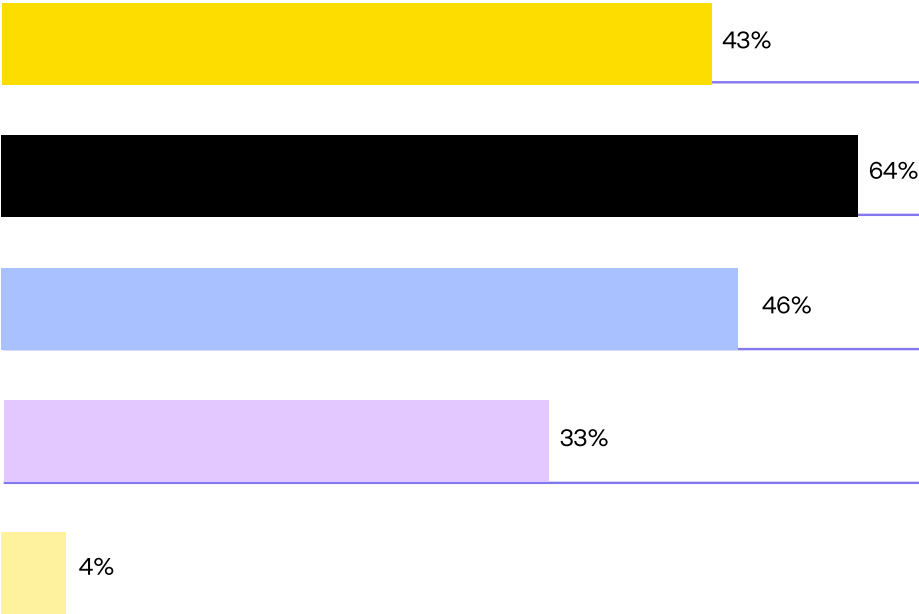
## Italy



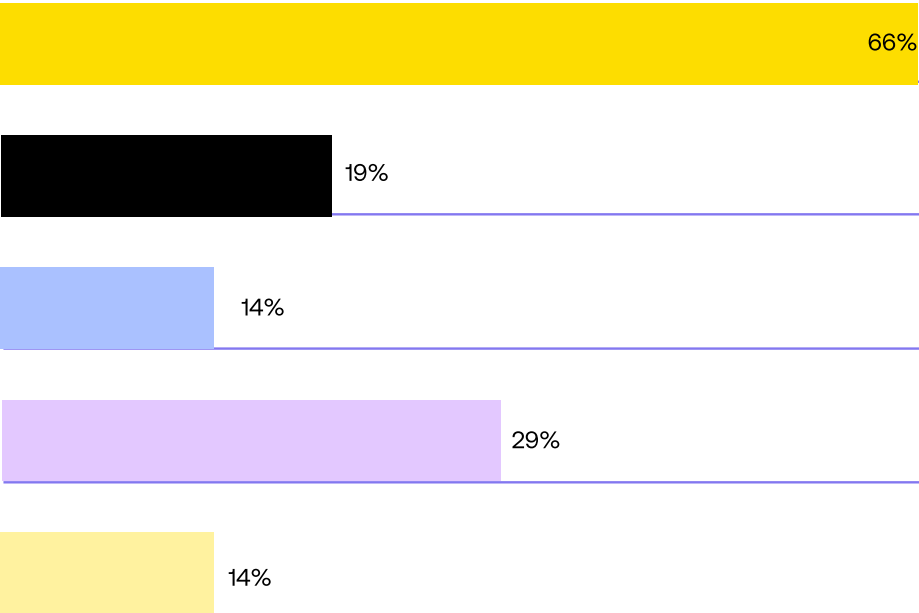
## Spain



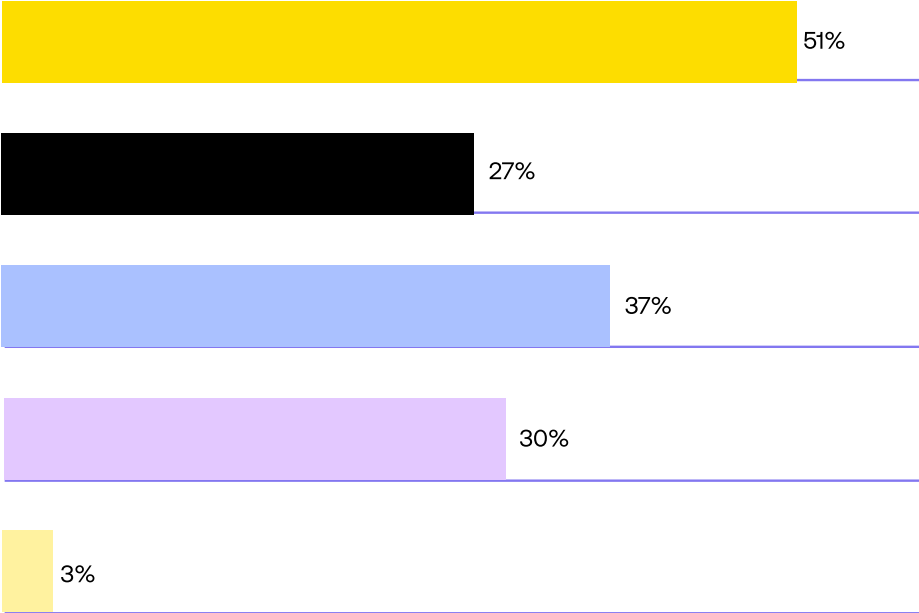
## UK



## Germany



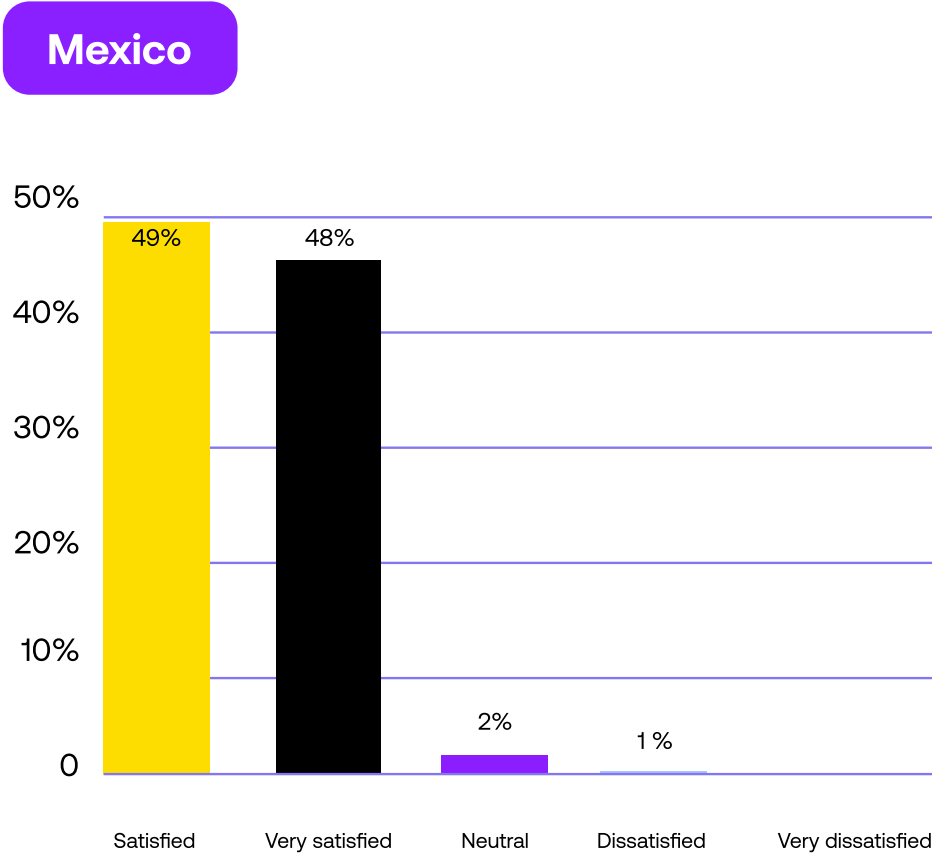
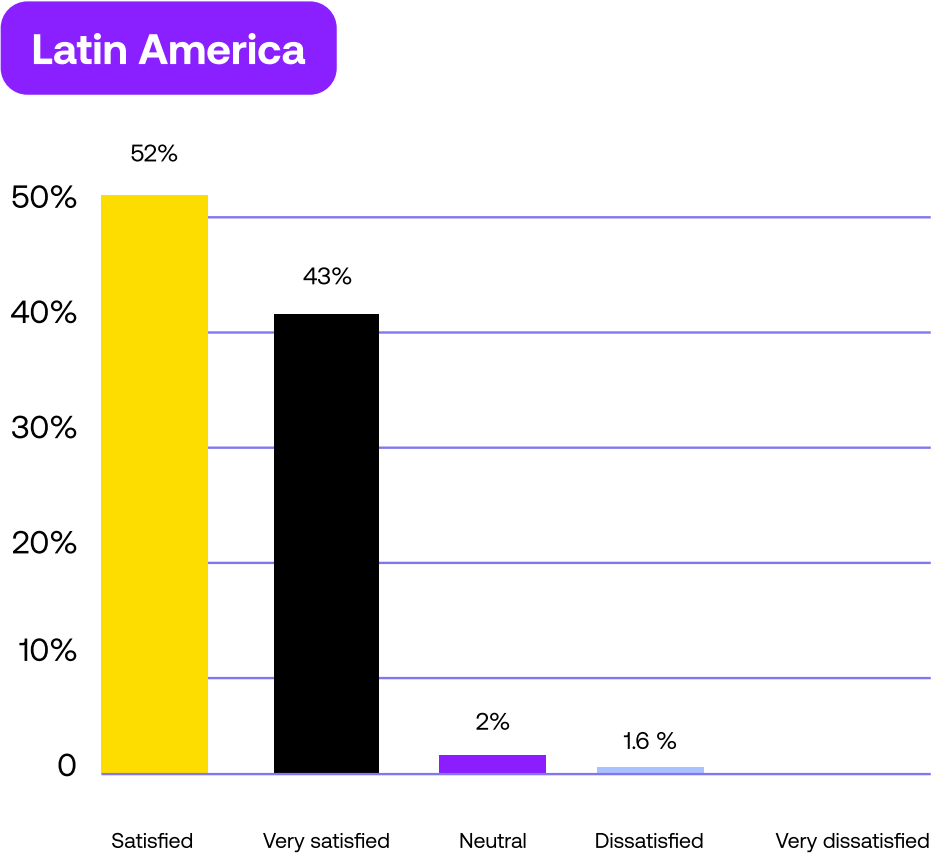
## France



# Latam overview

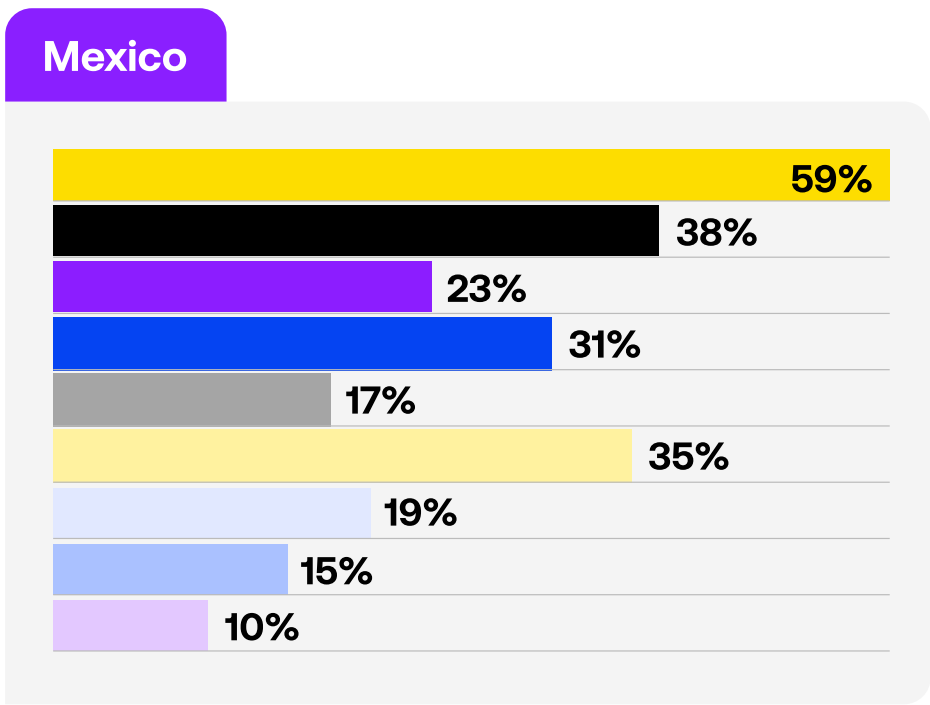
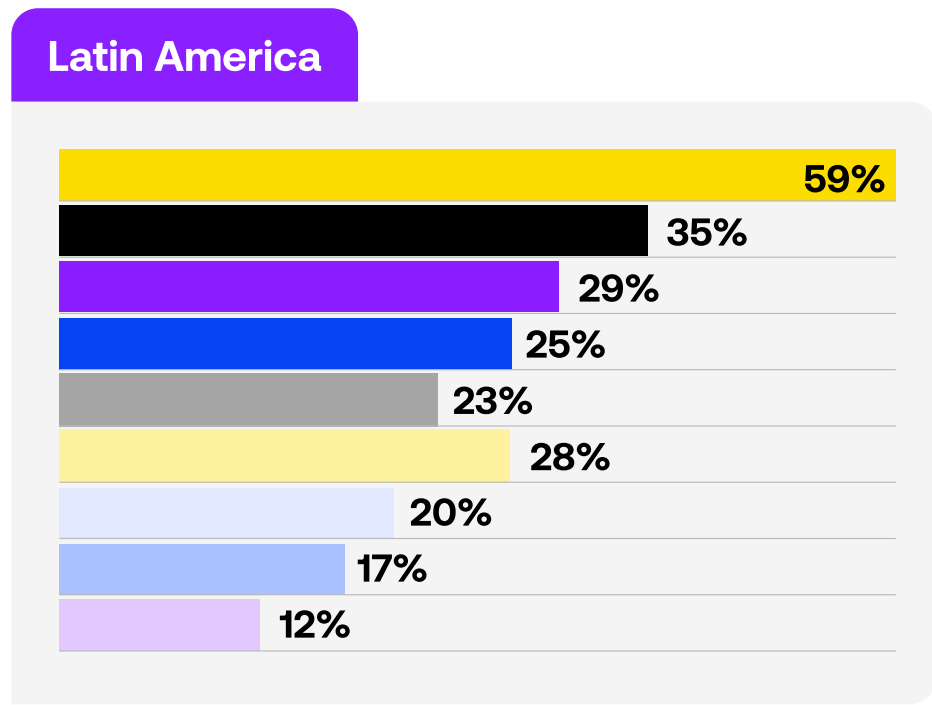
## How satisfied are you with your career in travel?

- Satisfied
- Very satisfied
- Neutral
- Dissatisfied
- Very dissatisfied



## What do you like most about your travel career?\*

- Creating memorable experience for dients
- Exploring new destinations and accommodations
- Positive client feedback from happy dients
- FAM trips
- Access to special rates
- Decent income
- Work-life balance
- International travel community
- Independence



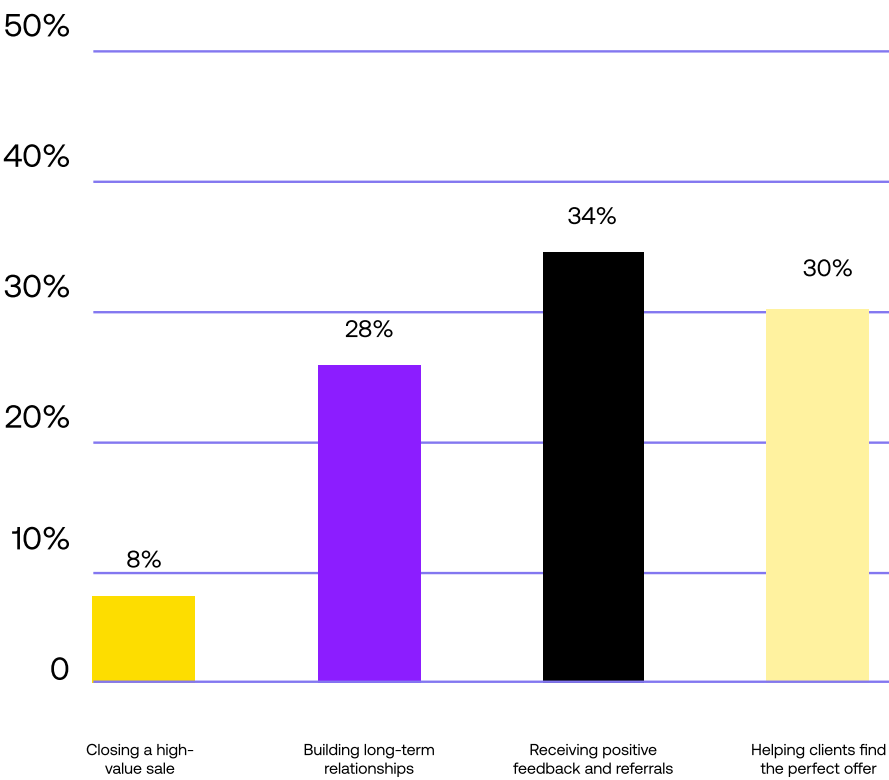
\*Multiple-choice



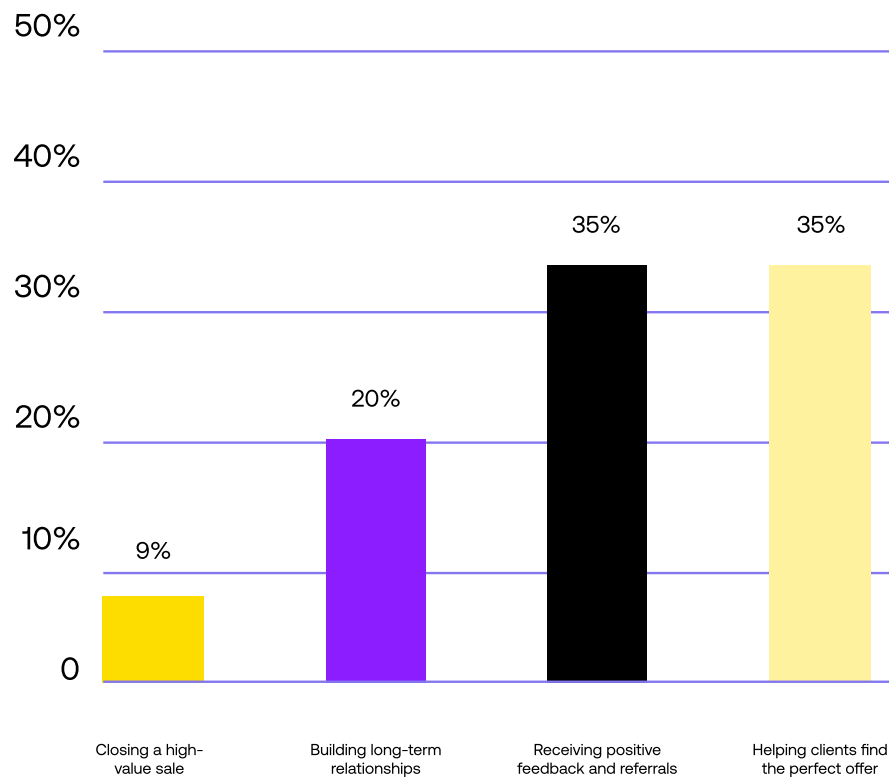
# Which aspect of client interaction do you find most rewarding?

- Closing a high-value sale
- Building long-term relationships
- Receiving positive feedback and referrals
- Helping clients find the perfect offer

Latin America



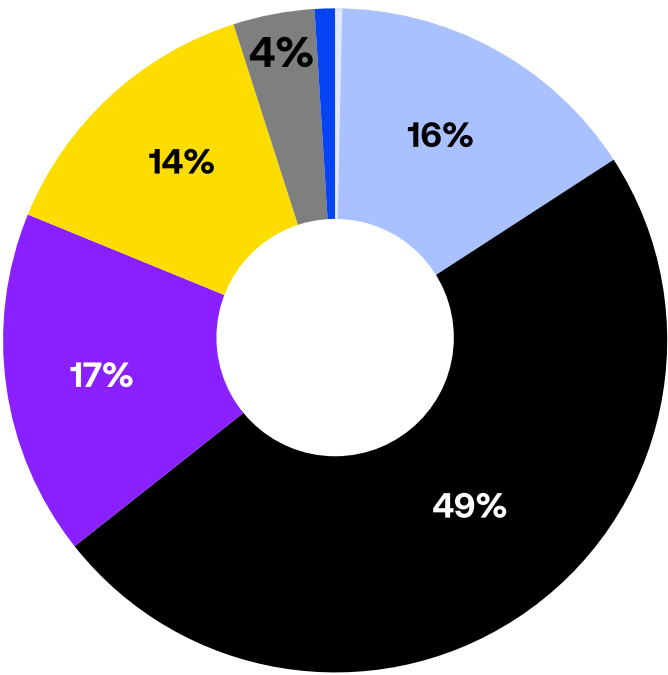
Mexico



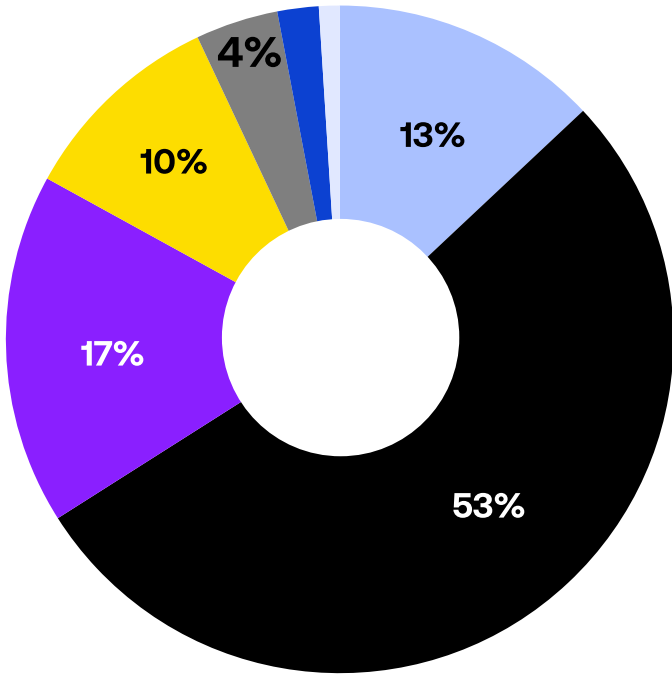
# What is the size of your current company?

Latin America

- Just me
- 2-5 people
- 6-10 people
- 11-50 people
- 51-100 people
- 101-500 people
- 500+ people



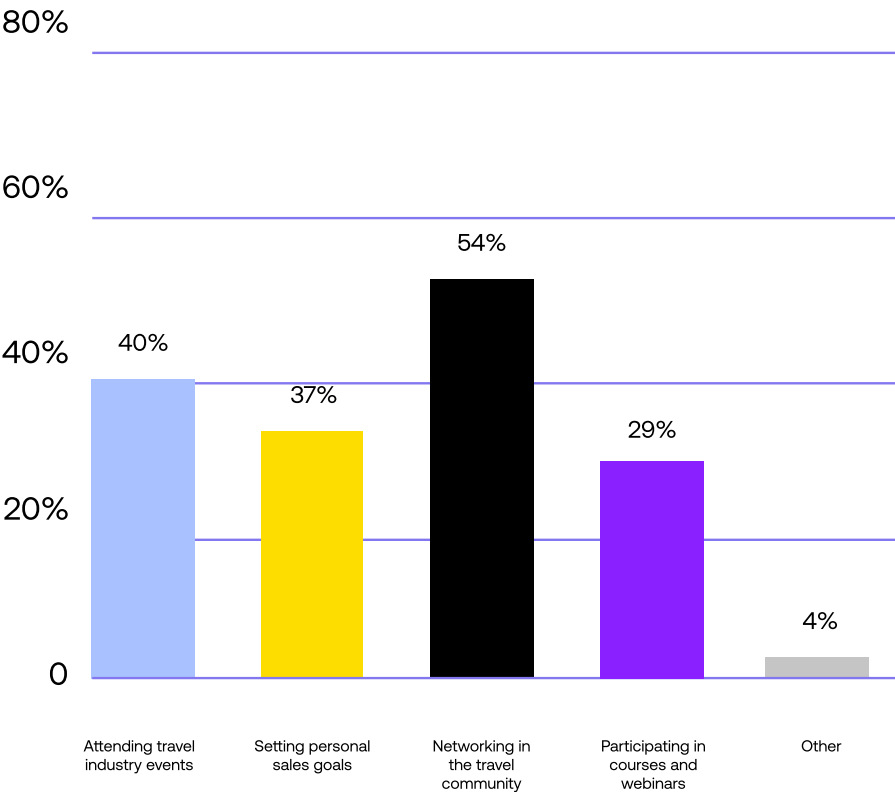
Mexico



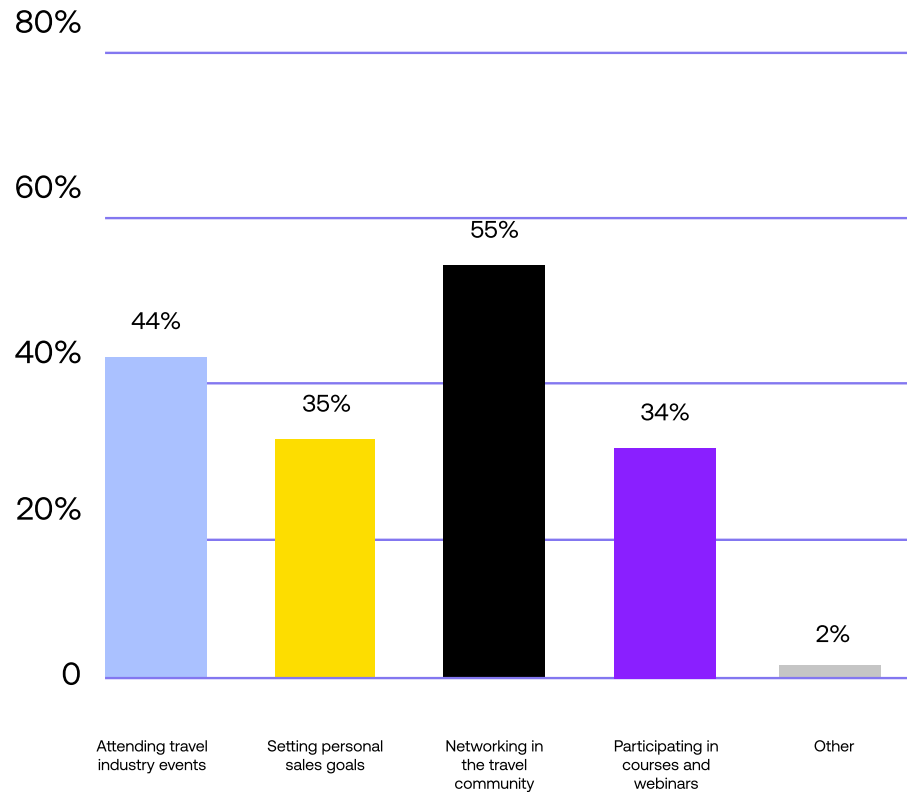
# How do you stay motivated in your role?

- Attending travel industry events
- Setting personal sales goals
- Networking in the travel community
- Participating in courses and webinars
- Other

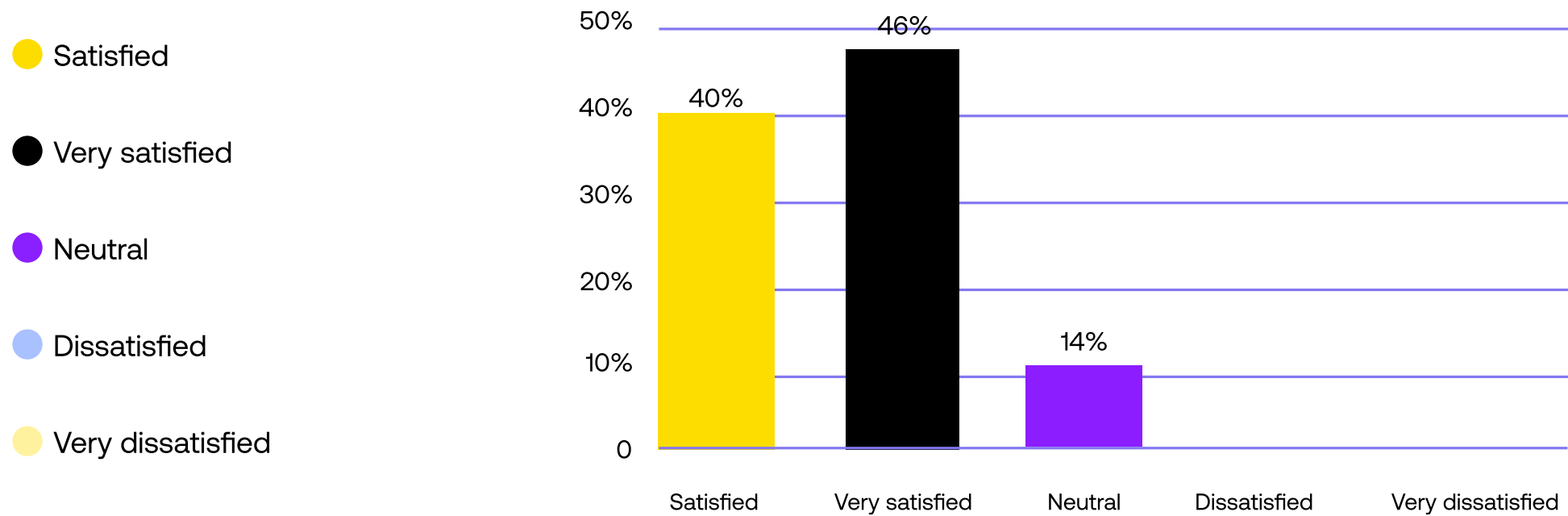
Latin America



Mexico



How satisfied are you with your career in travel?



What do you like most about your travel career?\*

- Creating memorable experience for dients

Exploring new destinations and accommodations

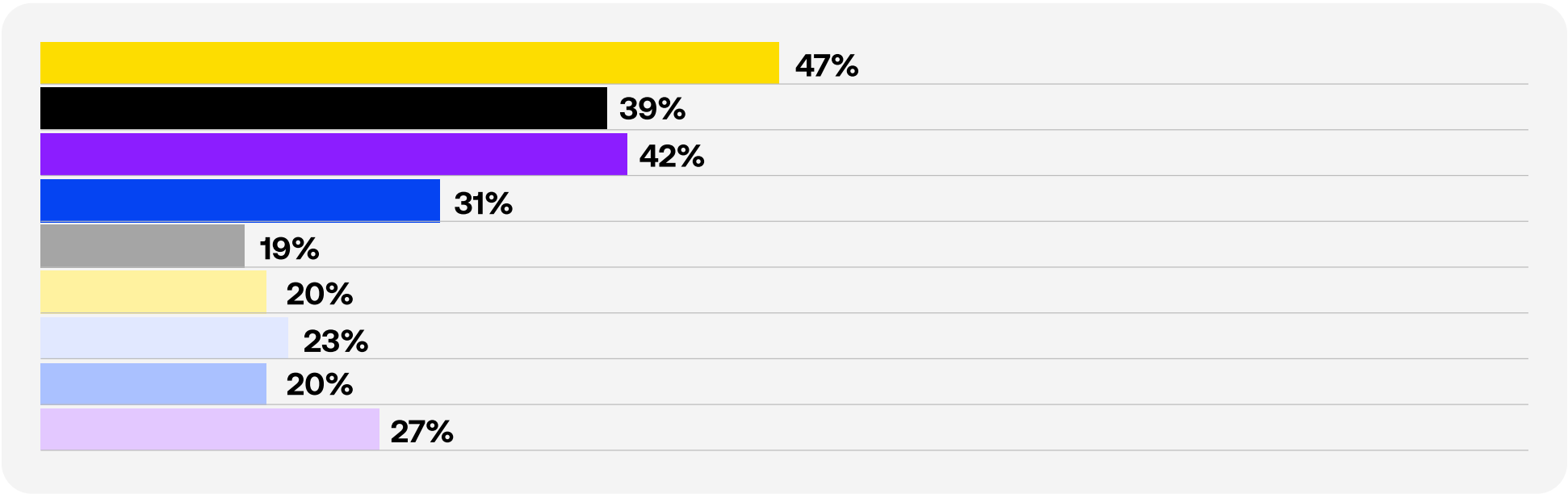
Positive client feedback from happy dients
- FAM trips

Access to special rates

Decent income
- Work-life balance

International travel community

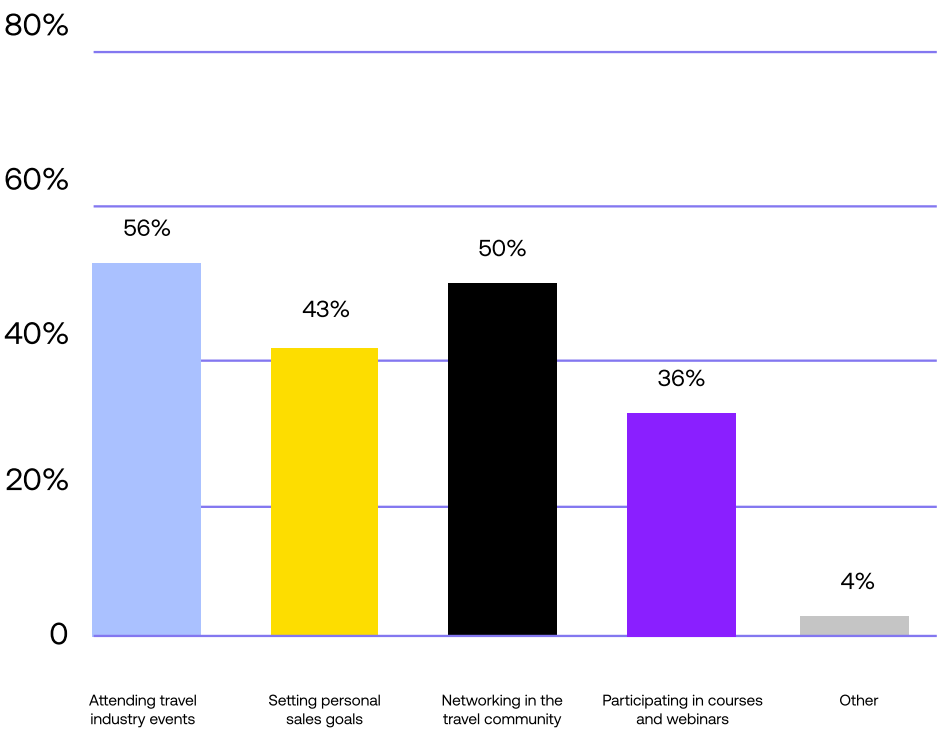
Independence



\*Multiple-choice

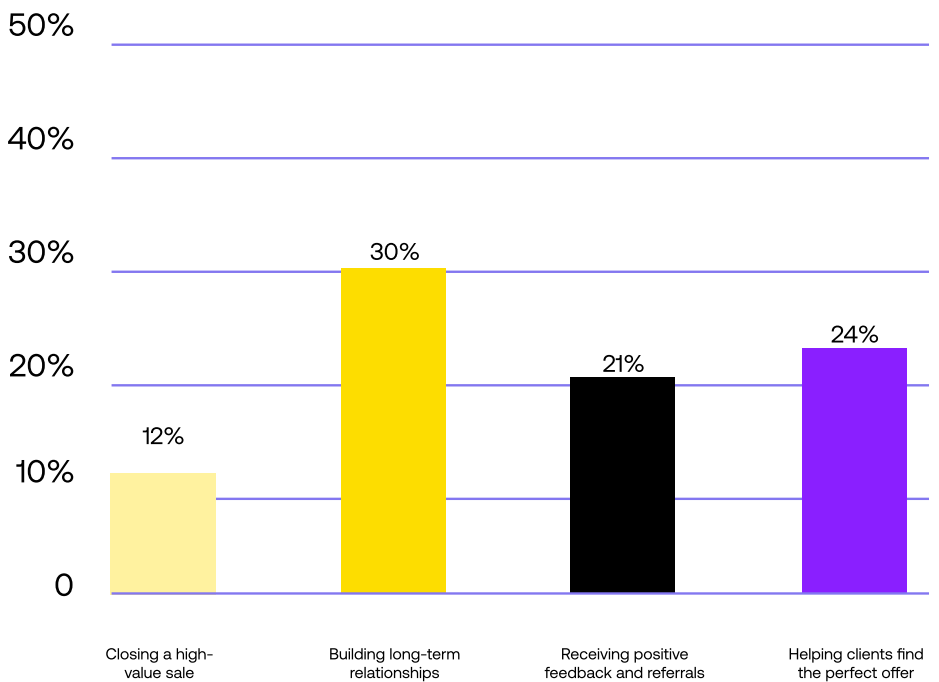
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- Networking in the travel community
- Participating in courses and webinars others



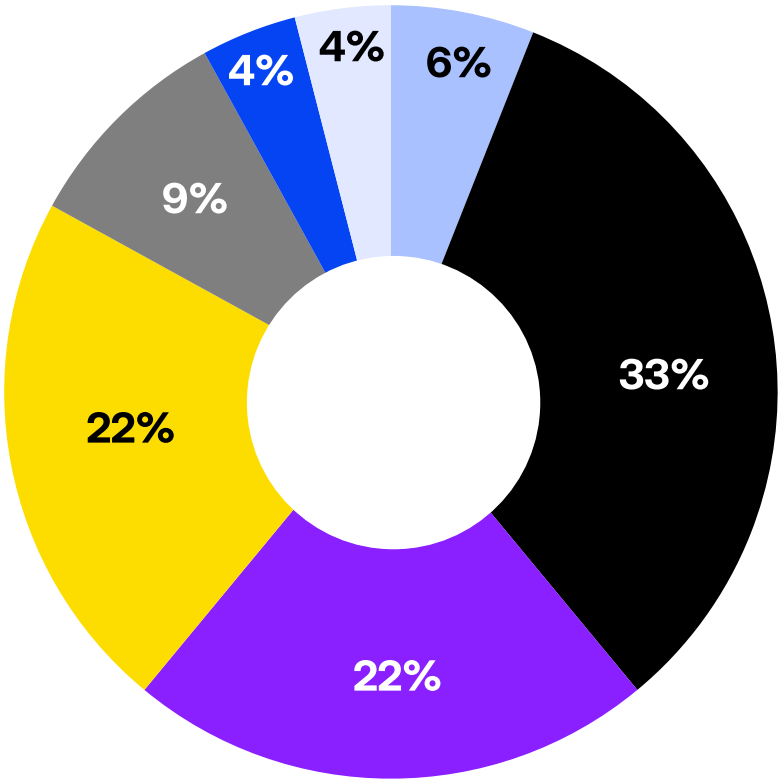
## Which aspect of client interaction do you find most rewarding?

- Closing a high-value sale
- Building long-term relationships
- Receiving positive feedback and referrals
- Helping clients find the perfect offer



## What is the size of your current company?

- Just me
- 2-5 people
- 6-10 people
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- 51-100 people
- 101-500 people
- 500+ people

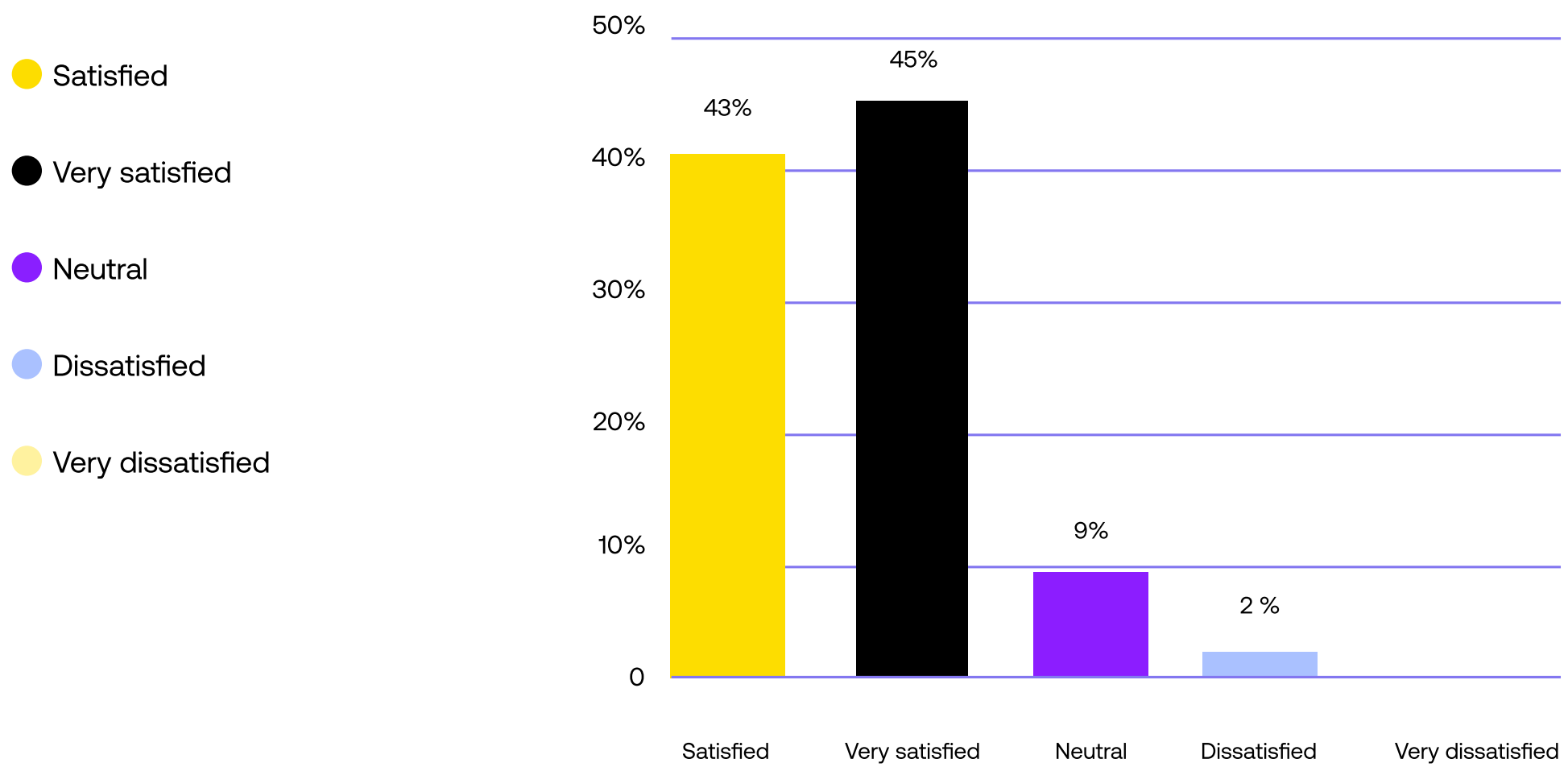


\*Multiple-choice

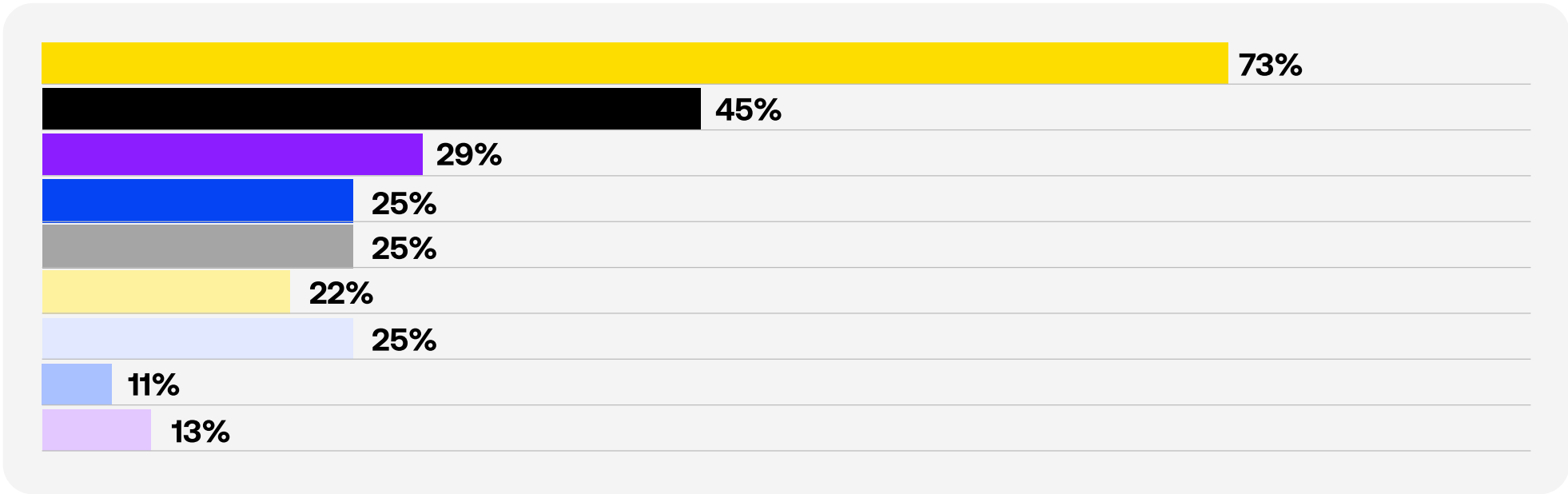
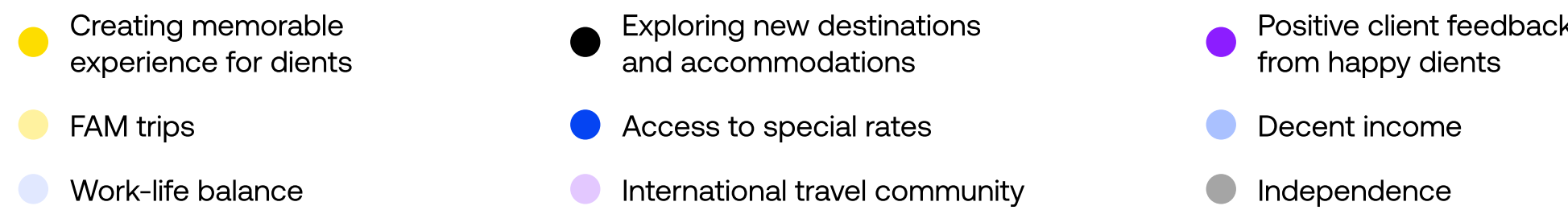


# NorAm overview

## How satisfied are you with your career in travel?



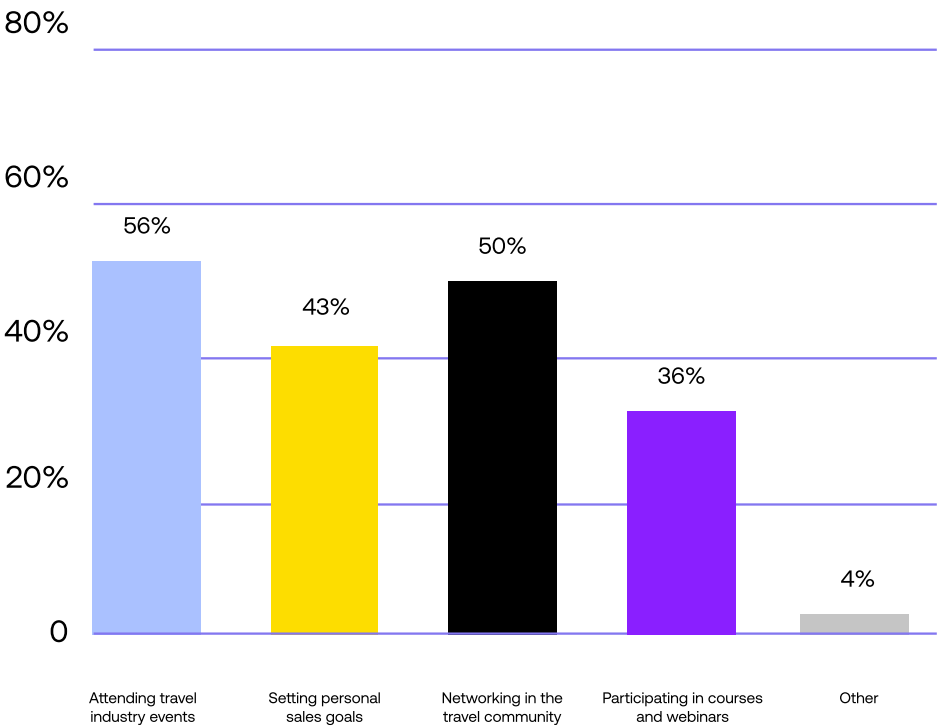
## What do you like most about your travel career?\*



\*Multiple-choice

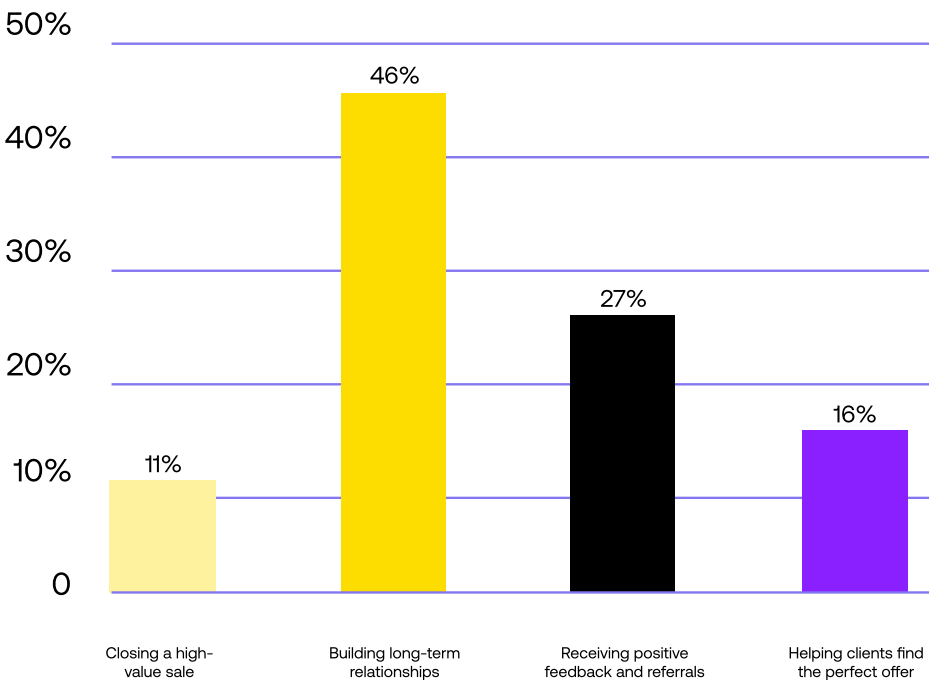
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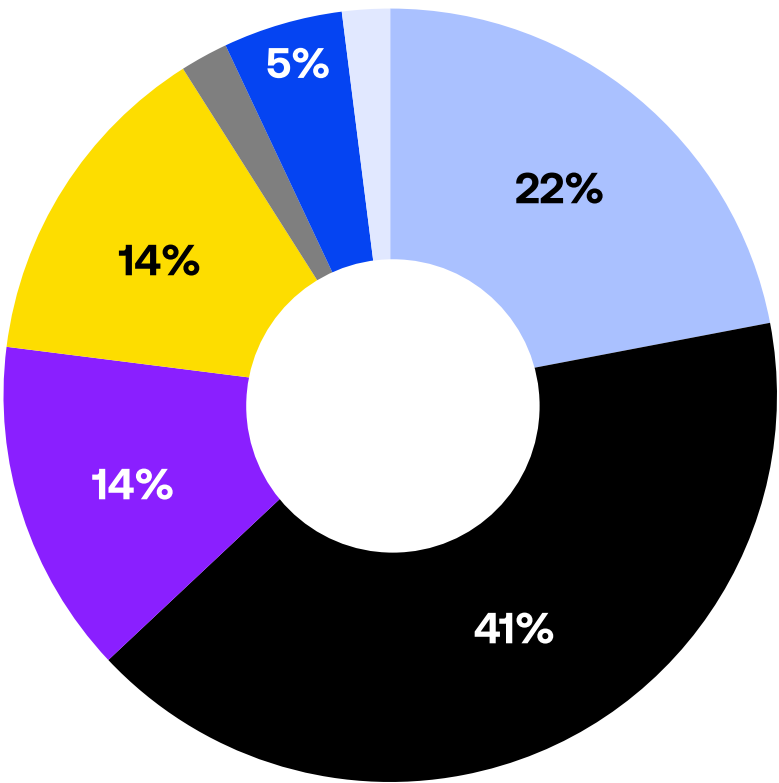
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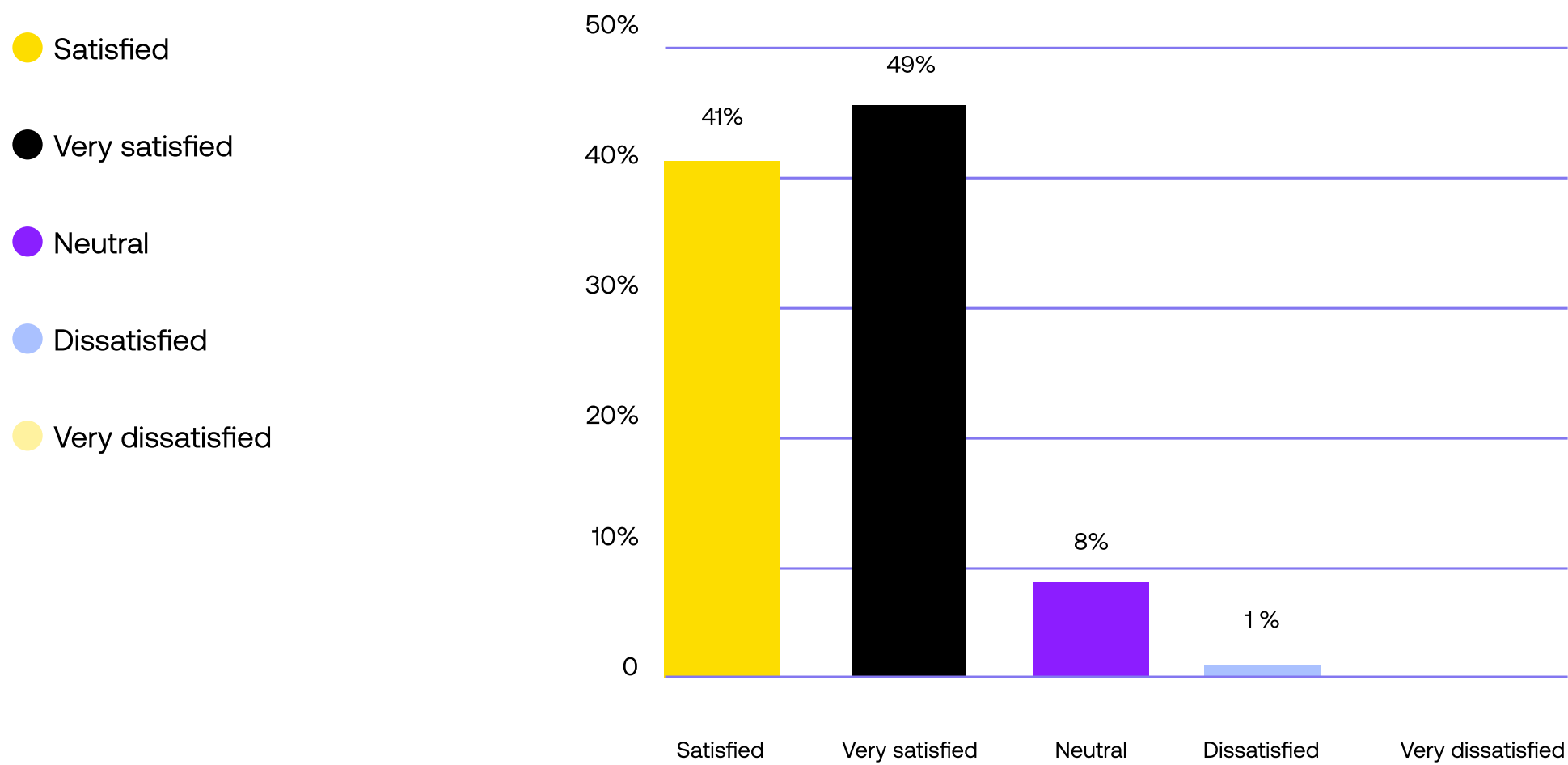
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- 101-500 people
- 500+ people

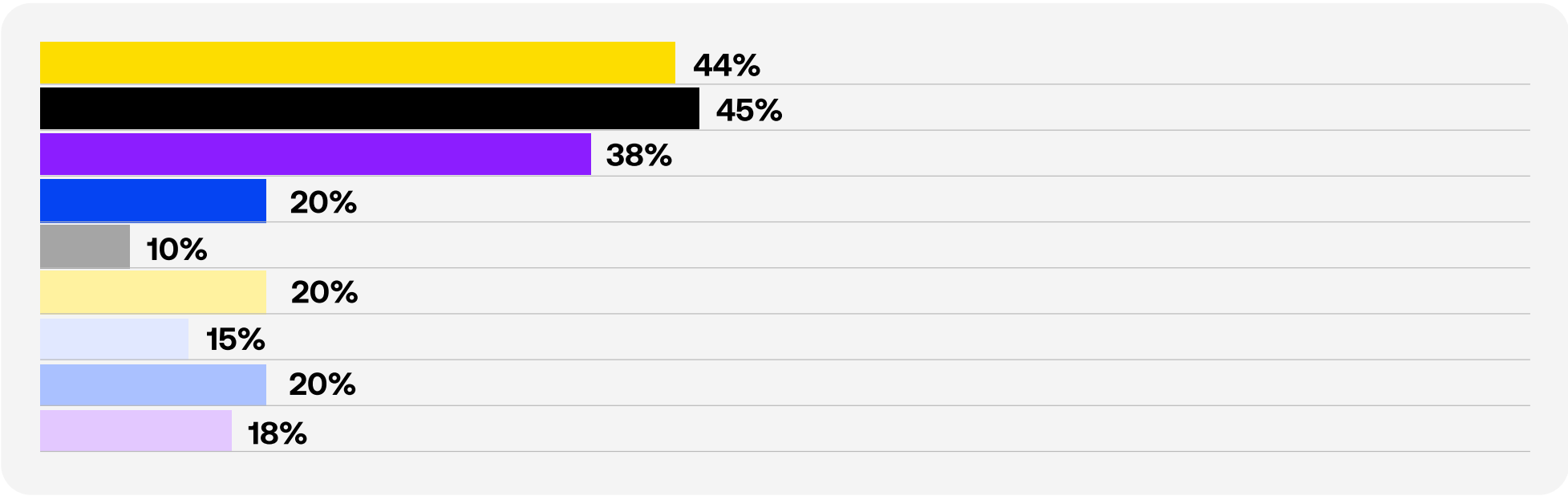
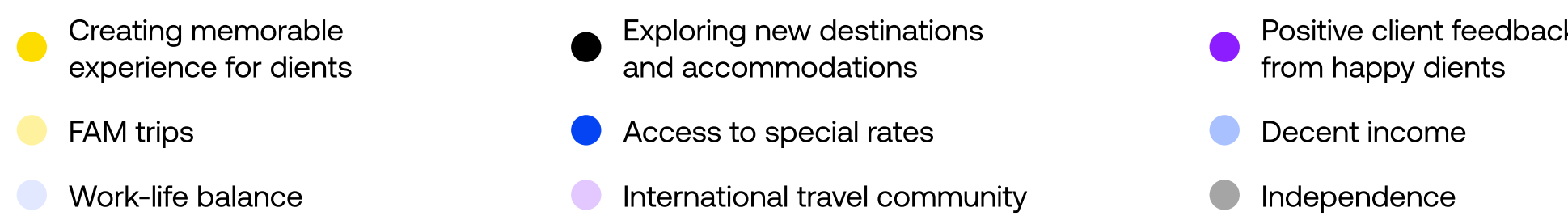


\*Multiple-choice

How satisfied are you with your career in travel?



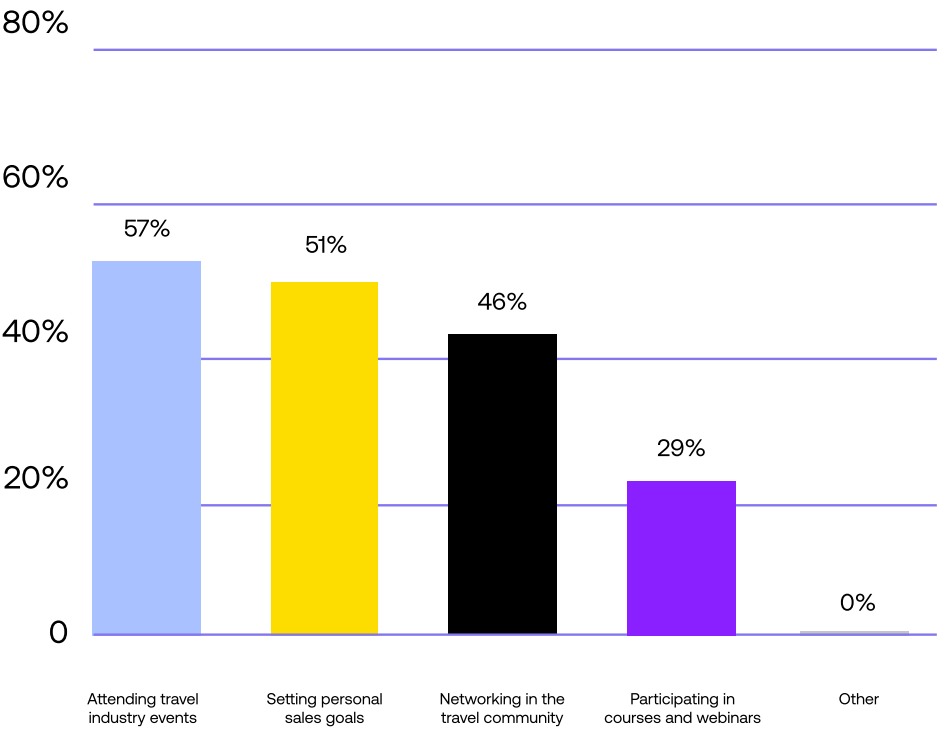
What do you like most about your travel career?\*



\*Multiple-choice

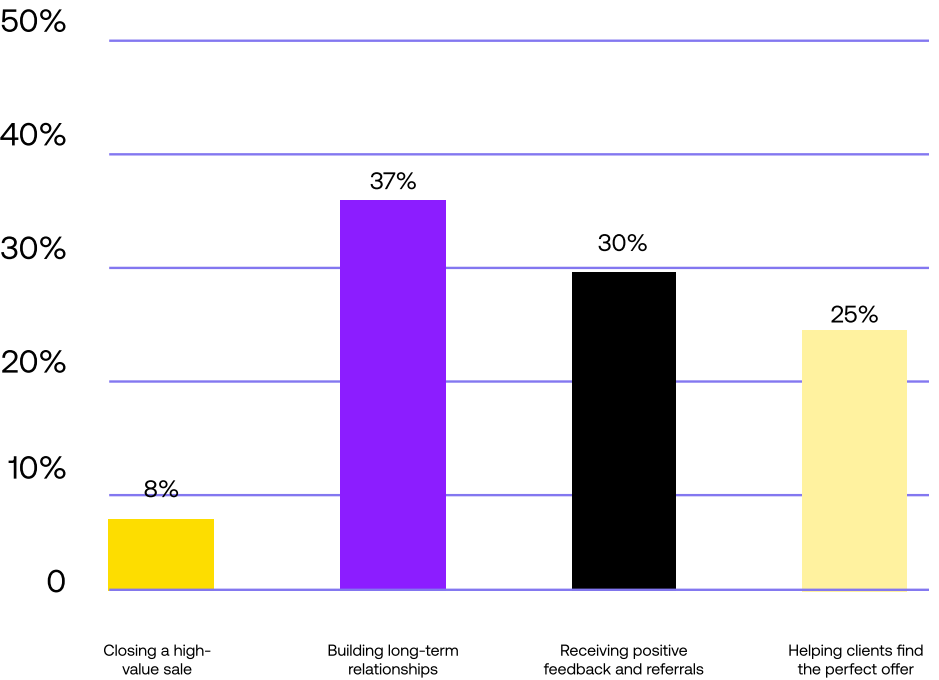
## How do you stay motivated in your role?\*

- Attending travel industry events
- Setting personal sales goals
- Networking in the travel community
- Participating in courses and webinars
- Other



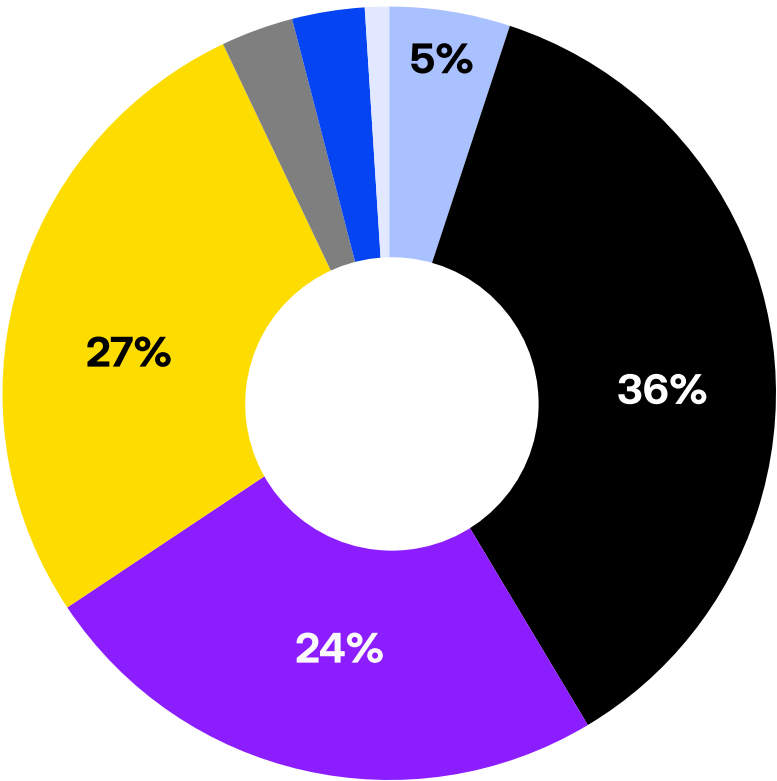
## Which aspect of client interaction do you find most rewarding?

- Closing a high-value sale
- Building long-term relationships
- Receiving positive feedback and referrals
- Helping clients find the perfect offer



## What is the size of your current company?

- Just me
- 2-5 people
- 6-10 people
- 11-50 people
- 51-100 people
- 101-500 people
- 500+ people



\*Multiple-choice