

Premium travel on the way to becoming a better serving travel agency

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BUSINESS Premium travel is currently operating under an environment where the economy is being battered by a looming recession and the level of consumer spending is at its minimum in years owing to increased awareness among people to save money. The current economic crisis is expected to last until mid 2010, which is certain to cast a perception in the minds of people if not really require so long to diminish. As such, it is fair to assume that it would be increasingly difficult to expect any phenomenal rise in revenue and productivity given the conditions in the market and economy.

Travel is an activity of leisure and Premium travel operates in this scenario.

As such, providers of similar services are also likely to face the problems associated with the current market. However, one of the advantages that several travel business enjoy today is the facility to book online. The cost of getting a website developed is quite simple today. As the company utilizes the services of part time students, it is advised to hire another student proficient in web development as standard times required to develop such websites can take as little as a month to develop and deploy for customer use. Additionally, figures obtained for the years between 2002 and 2006 have shown that apart from the countries in the EU and the US, a large number of travelers preferred other destinations in Asia and Africa, with the largest among them preferring India, Egypt and Turkey.

However, good news is that even during times of recession, statistics from the department of Statistics in the UK government show that the amount of spending on travel has remained relatively unhindered. This is partly because the willingness to travel among customers is not diminished to ground levels and customers instead prefer to go on shorter holidays. the

added pressures that are part of the today's corporate world do not provide young people with a lot of time to consider holidays. as such, offering shorter deals for durations between 1 to 2 weeks is also advised.

Additionally, the number of travelers going abroad on trips for duration between 1 to 2 weeks is nearly half the trips of duration in the range of 3-4 weeks. As such, it presents a wonderful opportunity for Premium travel to consider the shorter segment as a wonderful opportunity to expand business, which will help further in weathering the crisis. Premium travel is advised to consider providing additional travel packages to at least some of the most visited countries apart from the US and the EU that have been stated above. Physically expanding into other locations is not advised at this moment as it is believed that the initial focus at least for a few more months should be on reaching optimum levels of productivity in the current location by tapping into other age groups along with provision of more and simpler services. This will ensure that Premium travel is on the way to becoming a better serving travel agency.