

Competition

The travels to exotic places around the world is a niche market in the travel market that needs special expertise. Most travel agencies do not have the required expertise and can not supply the range of services that we do. The market is controlled by three agencies including us, the other two are:

- **Knighly Travels** - has 2 travel offices in west and east New York. The company is a well known agency established in 1954. Its revenues are about 35 million dollars a year (35% of the market).
- **How Travels** - has a travel office in Manhattan, established in 1988, its revenues are about 20 million dollars a year (20% of the market).

Exotic Travels holds about 18% of the market size. All other sales are done by numbers of small travel agencies.

Market Share Analysis

	1993			1994		
	Sales (M\$)	% of Growth	Market Share (%)	Sales (M\$)	% of Growth	Market Share (%)
Exotic Travels	5	NA	5%	12	100%	12%
Knighly Travels	25	15%	25%	30	20%	30%
How Travels	16	20%	16%	18	15%	18%

Strengths and Weaknesses

	Strengths	Weaknesses
Exotic Travels	1. High quality travels 2. Best guides	1. Low exposure
Knighly Travels	1. Very popular 2. Low prices	1. Poor relations in target countries
How Travels	1. Popular	1. Unexperienced guides