

General

Although the agency operates from one location, customers are from all parts of New York City and State, due to our publicity and expertise in special travels. New Yorkers spent an amount of about 5 billions dollars in 1994 for travelling abroad. The exotic niche is about 20% of this amount - 1 billion dollars. The travel agencies average net income in this niche is about 10% of the travel expenses - 100 million dollars. The market size has grown steadily in a rate of 15% percent a year in the last 5 years and experts assume an even higher growth rate in the next 5 years due to growing income rate. Exotic Travels holds about 18% of the market size. The main competitors that are active in the niche market are Knightly Travels - about 35% of the market, and How travels - about 20% of the market.