

# TRAVEL AGENCY CASE STUDY



Learn how MGTeamPlus Co-Founder Brian Morgan drove profitable growth for his travel agency by adding virtual assistants to his team.

## CHALLENGE

Brian Morgan faced a hidden bottleneck with his U.S.-based travel company. The agency's growth was being slowed by a persistent staffing problem in post-sale operations.

After the excitement of planning trips, the real work began — confirmations, itinerary changes, traveler questions, and repetitive email communication. These roles were essential but often tedious. Staff members would start enthusiastically, but within months many left.

The problem wasn't just turnover. With U.S. wages climbing and competitors overseas operating at lower personnel costs, retaining people in these positions became unsustainable.



"We'd invest in hiring and training, but the work was so repetitive we couldn't keep people in those roles. It was draining resources and slowing growth."

"The tasks still needed a person — but not a high-paid, short-tenure U.S. staff member. Having VAs gave us stability and efficiency we hadn't been able to achieve before."

**Brian Morgan**  
Co-Founder, MGTeamPlus

## SOLUTION

To stabilize staffing, Brian turned to hiring virtual assistants (VAs) in the Philippines for his travel agency. These were skilled, full-time team members who could take on the operational load at a fraction of U.S. costs. The agency's VAs quickly became integral to the team, handling:

- Routine traveler emails and inquiries
- Post-sale documentation and confirmations
- Operational follow-up that freed U.S. based travel consultants to focus on clients and revenue growth.

The impact was immediate. Operations stabilized, staff turnover dropped, and the agency could compete more effectively with overseas agencies.

## RESULTS

- Staff turnover dropped — VA team members stayed in roles where U.S. hires typically churned.
- Costs stabilized — gained cost efficiency without compromising service.
- Focus improved — U.S. staff shifted to higher-value client and revenue growth work.