



Seventy-seven percent of travel advisors have clients who are concerned about the war in Ukraine.

Credit: 2022 TravelAge West

"I would say 100% of clients are concerned about Ukraine," said [Lynda Turley](#), a travel advisor with Turley Travel Group, an affiliate of Alpine Travel of Saratoga/Coastline Travel Advisors based in Saratoga, Calif. "But I have not had one person cancel."

Turley said that a few suppliers have changed or canceled itineraries, but her clients have adapted to the changes and altered their plans as necessary.

Travel to Eastern Europe Is Most Impacted

According to the survey, advisors are most concerned about travel to Eastern Europe (59%), followed by elsewhere in Europe (18%), as well as Italy (10%) and Germany (9%).

Despite their concerns, most advisors (58%) have not reached out to clients to discuss the Ukraine conflict and their travel planning. Even more (65%) have not contacted suppliers to discuss how the war will affect travel itineraries.