



## **SUGGESTED PROFESSIONAL FEE STRUCTURE**

### **General Background:**

Our travel industry is changing. Competition for our cut of the pie has become more intense with the entry of big box stores and online travel agencies in the travel market. In addition, suppliers are becoming more aggressive at direct marketing and non-commissionable charges are increasing. How are home-based travel consultants and host agencies to survive in this environment? Our answer has been to focus on customer service. In the words of Vicki Freed (RCI); "We are not salespeople. Instead, we are helping our clients to make better buying decisions". As travel consultants, we are providing increased value to our clients by researching destinations and suppliers, planning and advising clients on vacation options, and tending to the many details of their vacation. We pride ourselves on providing concierge level service and "Making Vacations Magical."

### **Travel Consultant Survival:**

Kudos to those of you who are keeping an eye on your business! You are running your consulting business professionally and those who are setting goals and creating and using a business plan are seeing the results. Booking travel groups whether on cruises or to land destinations has emerged as one vehicle to generate more commission. Some travel consultants are actively seeking group bookings for affinity groups, family reunions, destination weddings and celebrations. This effort to focus on group bookings is certainly supported. A second major effort has been to include additional components in the vacation planning process. Including pre and post hotel stays, activity excursions, transportation arrangements (car rentals, flights, and transfers), and travel insurance certainly serves to increase the value of a vacation for your client and generates additional commission for you the travel consultant. Arranging for groups and including added trip components requires significant work by the travel consultant. We believe this work should be done by a trained and dedicated professional and we believe further that it is time for travel consultants to be compensated for their hard work.

### **A Suggested Professional Fee Structure:**

As an independent contractor in charge of your own business, we cannot require that you charge fees for your consulting services. However, as host agency owners, we certainly recommend that you give the topic serious attention and take steps to initiate professional fees in your business model. As we have studied the travel industry and heard from fellow agency owners, we can assure you that professional service fees are charged by an increasing number of companies. You may not want to start out with fees for every booking (you may feel uncomfortable charging family, friends, or long time clients). You may want to start with air bookings, cruise bookings with new clients, or only if you do considerable research or if the booking is quite detailed or complicated. These are individual decisions that each travel consultant must make for themselves. For those willing to begin charging professional service fees, we offer a suggested structure. Please note that this is "suggested" and that you are free to determine fee amounts that you are comfortable charging.

We have reviewed other company's professional fee documents and find they present this information to clients with confidence as part of their normal booking process. Your professional looking menu of professional services should be concise and well designed. A model is attached to serve as a guide.



<b>Professional Consulting &amp; Booking Management Fee Schedule</b>		
<b>Airline Tickets &amp; Transportation</b>		
	<b>Domestic</b>	<b>International</b>
Airline Ticket, per ticket	\$20	\$40
Frequent Flyer Research, additional up to 4 pax on one PNR	From \$50	From \$60
Rail Tickets	\$20	\$25
Transfers, Car Service, Limos per reservation	\$15	\$20
Rental Car	\$30	\$40
<b>Ground Arrangements</b>		
Hotel Only	\$25	\$50
WDW MyMagic+ Customization, My Disney Experience Account Set up, coordination of reservations	\$25	
Event Tickets	\$20	
<b>Cruises, Tours, Shore Excursions &amp; Customized Itineraries</b>		
Booking Management per Cruise or Tour per reservation	\$30	
Excursion Planning & Reservations	\$30	\$50
Research & Consulting	\$50	\$100
Additional Booking Research available at	\$50 / Hour	
Itinerary Changes	\$50	
<b>Printing &amp; Shipping Service</b>		
Document Packet Mailed versus Electronic	\$20	
*Fees are non-refundable and due prior to services provided		

**How to Charge Professional Service Fees:**

- Credit Card payments to *Cruising Co*, complete and submit Payment Form to Shelley.
- Enter the professional fees in Client Base, selecting correct category, ask for assistance from Shelley.
- Shelley will invoice the amount that she processes for the client payment.
- Some suppliers allow for additional charges to be paid over the invoiced amount, please ask booking departments and notify them that this is an overpayment for additional commission to be paid to the agency.