



PRESTIGE AGENT NETWORK

*CRUISE
VACATIONS*



*TOUR
PACKAGES*



*HOTELS &
RESORTS*



*SHORE
EXCURSIONS*

AGENT MANUAL



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TRAVEL INDUSTRY OVERVIEW

Career opportunities in transportation, the hotel/motel industry and in the travel and tourism business have increased dramatically in the past several years. The U.S. Department of Labor reports that the United States travel industry creates jobs twice as fast as the overall economy, produces new jobs during economic recessions and is more effective at providing jobs for the economically disadvantaged than other industries.

It is estimated that tourism is the world's largest industry. The growth of the travel and tourism industry has been one of the major economic and social phenomena of the 20th and 21st centuries.

Two major reasons point to why the rate of growth of the industry has exceeded all estimates and expectations:

- 1. The rapid advances in air transportation which have made world travel possible for millions of people in terms of both time and money**
- 2. The steady increases in leisure time and personal discretionary income**

Travelers are eager for the sights, smells, tastes, sounds and the feel of far away places. Travel opens doors to the past and present. For an increasing number of people, travel is providing relaxation, inspiration, and knowledge and understanding of the world and its people.

The travel industry produces revenues of over 300 billion dollars a year in the US alone; and the commissions from these travel sales support a network of retail travel agency locations throughout the United States that are responsible for booking most airlines, tour, cruise hotel, and car reservations. Travel industry gross revenues in excess of one trillion dollars are anticipated in the next fifteen years. The US Bureau of Labor Statistics reports that the travel industry will be the fastest growing industry in rate of new job growth in the next decade.

During the 2000s and beyond, leisure travel will receive political and economic focus as the vehicle to balance the US trade deficit, and to regain our threatened economic stability. Additional tax revenues generated by an expanding vacation segment of the travel industry further enhance the favorable environment for retail agents who will benefit from being in the right place at the right time.

Coupled with the fantastic growth of the travel industry is the trend toward decentralization of the retail agent's function. In years past, a client needed to go to a travel agency to speak to the agent who relied upon personal experience, airline tariffs, and a library of reference information to accomplish the task of planning a vacation, cruise or airlines itinerary. When the airlines automated travel agents with sophisticated carrier reservation systems (CRS) clients were forced into retail locations, which polarized the distribution of travel services, by the speed and efficiency at which they could make reservations and distribute information.

Today's travel agent can work directly from a travel agency location or from another office of home location equipped with personal computers and access to the Internet for online travel products and condensed reference material. This high profit, low overhead network of travel product distribution is the wave of the future and is leading the enormous growth the travel industry is experiencing.

PURPOSE AND FUNCTION OF THE TRAVEL AGENCY

Today's travel agency's purpose is to promote and facilitate travel and tourism.

In carrying out its' purpose, the travel agency has two primary functions:

- 1. To service prospective travelers by providing information, counseling and travel arrangements.**
- 2. To act as an agent or representative for travel related industries and suppliers such as cruise lines, tour operators, airlines, hotels, car rental companies, railroads, motor coach operators and sightseeing attractions.**

THE COMMISSION SYSTEM

In acting as an agent for travel suppliers, the travel agencies functions as a supplement sales force and receives a commission for its services. This commission is based on a percentage of the completed transactions and compensates the agency for the time and money spent in office expenses, ticketing, agent salaries and benefits, promotions, consultations with clients and providing other needed services and support. If all goes well, the commission also provides a certain amount of profit for the agency.

With the commission's system, clients pay no more for travel services booked through an agency than they would pay if they were to deal directly with the travel suppliers. In fact, the client is likely to save both money and time by allowing a travel agent to select the best and most economical methods of getting clients from the point of departure and to the destination. Since the knowledge and resource materials are at their disposal, agents can provide the most suitable travel arrangements for the traveler.

Most travel agency's income is derived from commissions, some agencies charge the client for special services that are not adequately covered by commissions. These services generally involve some cost to the agency in terms of time and money and include such activities as preparation of itineraries or extremely detailed travel arrangements. This is a justified charge since the travel agency's extra time, experience, and knowledge are likely to save the client many times more than the fee charged in terms of time, disappointment and money.

Most travel agencies also now charge "ticketing" or service fees for issuing airline tickets due to the elimination of most of the major airline commissions paid to agencies. These fees may range depending on the cost per ticket.

TYPES OF TRAVEL AGENCIES

General Travel Agency is typically a small organization with 2 to 15 employees that deals with almost every type of travel and offers nearly every type of related services.

Specialized Travel Agency is usually a fairly large operation and specializes in one form of travel or travel service to a particular market.

Let's examine these two types of travel agencies in more detail....

THE GENERAL TRAVEL AGENCY

As the name suggests, a “GENERAL” travel agency is a full-service agency, which supplies a wide variety of travel services. In large general agencies, this is accomplished by dividing the agency into specialized departments such as Corporate Departments, Cruise Departments, Leisure/Tour Departments, etc. In smaller agencies, however, the travel agent must have knowledge and expertise in all areas of travel. This does not mean that the agent must have firsthand experience with every conceivable travel related service or situation, but he or she must know how to research and organize travel information pertinent to the needs of the clients.

The following are the areas of expertise and services the traveler can expect from the professional “general” travel agent:

- **Airline Scheduling and Ticketing**
- **Charters and Consolidators**
- **Cruises**
- **Car Rentals**
- **Vacations**
- **Lodging**
- **Travel Insurance**
- **Rail Travel**
- **General Tours and Gourmet Tours**
- **Dining**
- **Entertainment**

Airline Travel, in the past, accounted for the largest share of a travel agency’s business although this is rapidly changing due to the elimination of commission paid by the airlines which is prompting most agencies to change their focus to leisure travel such as cruises and tour packages.

Chartered trips generally provide inexpensive transportation for those travelers who are able to make their vacation plans conform to specific departure dates. While many small travel agencies sell only existing charter programs larger agencies often create their own and may even offer land or tour arrangements at the destination area. These charter programs and routs are then sold to individuals or groups.

At one time, “steamship travel” was a main source of travel agency income. Today, “point-to-point” steamship travel is less important and has been replaced by cruising, floating resorts. New and larger cruise ships are being built each year as more people discover the sun and excitement of the **cruising vacation**.

The air/sea cruise package is very popular for two reasons:

1. **Clients can fly directly to warm weather ports (such as Miami, Los Angeles, San Juan) avoiding several days on cold weather seas;**
2. **If the cruise departs close to the destination, more ports of call are possible. A one-week cruise leaving Los Angeles, San Diego, Miami, Ft. Lauderdale, Port Canaveral or Tampa can visit three or four ports.**

Travelers often require car rentals. Good travel agents will be able to investigate well beyond the “big three” (Hertz, Avis, and National) to provide their clients with reliable and comfortable transportation at the most economical rates in accordance with the client’s wishes. It is also the responsibility of the travel agent to thoroughly examine the insurance and taxation costs on rental autos and inform the client of the additional fees. This is particularly important when the agent and taxes change often and may vary for each country.

In Great Britain, Japan, and other left-handed drive countries, Americans have a relatively high accident rate; and, consequently, they are required to pay large deductibles that must be deposited prior to renting the car.

Outdoor vacations featuring activities such as camping, skiing, hiking, rafting and scuba diving are becoming more and more popular. These types of vacations are often inaccessible by conventional modes of transportation. The ingenious, determined travel agent will use all the resources at his/her disposal to arrange travel for the client to the most secluded, unique and hard-to-find places.

Lodging is an important part of the travel agent’s business. In making lodging arrangements, the travel agent must remember that the client’s expectation is the major determinant in how well the lodging is accepted.

When dealing with the American traveler, for example, it is important to remember that Americans are accustomed to a “Holiday Inn” or better type room, and often expect to be provided with two double-sized beds, air-conditioning, a private bath, carpeting, room service and pool ... all for a moderate price. In contrast, European travelers expect to pay extra for private baths, air conditioning, extra beds, and so-called standard conveniences. Therefore, when assisting an American who is bound for Europe or an Englishman en route to America, the agent must be aware of the dissimilarities in expectations and arrange accommodations accordingly.

The ability of agents to fulfill the client’s lodging expectations depends not only on agent’s first-hand knowledge but also on their industriousness in researching the facilities and amenities of lodging establishments. There is a wealth of information/websites available on the Internet that list hotels, motels, and other lodging establishments, describe accommodations, and give current pricing information. This information is an invaluable tool to the earnest travel agent who is concerned with selecting the hotel or motel appropriate to the needs, expectations and budget of a client.

Due in part to rising fuel costs, passengers are rediscovering the fun and comfort of traveling by **rail**. On some trains, the seats are large roomy; the beauty of the countryside may be seen without the irritations of driving; and, especially in foreign countries, meeting other passengers can be a pleasure.

Rail travel in the United States is much different from rail travel abroad. The variation in comfort and services differs widely. The same general ticket designation can mean a hard-wooden seat, no ventilation, and no reservations in Mexico and can mean a comfortable air-conditioned compartment in Italy. The thorough travel agent will investigate these differences and inform his/her client accordingly.

Thousands of **general and agency tours** are available today. They can provide a convenient introduction to an unfamiliar area. Tours provide prepaid and prearranged travel and are a practical and easy method to obtain a carefree vacation for travelers of all levels of experience and desires. Two categories of tours include: those distributed nationally; and local tours designed for a smaller more select market and promoted by a travel agency.

Gourmet tours are very popular. Since the cuisine is as different as the culture of each country, many gourmet tours move from country to country enabling the travelers to sample the outstanding culinary specialties and beverages of each region. The business of gourmet cuisine is so specialized that even kosher vacations are available for Jewish clients who wish to travel in an area where kosher food is prepared and served.

Since **dining** is a very important and necessary aspect of all travel, the travel agent must be able to provide specific recommendations on the dining establishments most suited to the traveler's individual taste, style, and budget. These recommendations may be made from first-hand knowledge or from information found in food and/or restaurant related books and magazines and on the internet. There are hundreds of such publications and resources that contain restaurant ratings.

When planning dining in foreign countries, the travel agent must be conscientious enough to investigate price, quality, customs and locations. The agent researches different specialty foods and dishes and outstanding restaurants in the countries included in the client's itinerary. The agent should also be familiar with the popular "local" foods that would be of interest to the client. Though these "local" foods may not be listed in magazines or rating guides, just as McDonald's hamburgers or Coney Island hot dogs would probably not be discussed in Bon Appetit magazine, they could add a great deal of variety and interest to the client's trip. Therefore, a good travel agent does the extra work to discover what these foods and dishes are and where they may be purchased. The conscientious agent also warns the client of possible health hazards in eating certain foods at destinations with below standard sanitation practices.

Many travelers want to be entertained on their vacations. The **entertainment** desired may involve visiting the gambling and entertainment areas of Las Vegas, Nevada, Monte Carlo, Monaco, or Nassau; sporting events such as the Super Bowl Game, or a week in New York or London attending the theater, opera or ballet. The Mardi Gras in New Orleans or Carnival in Rio de Janeiro, Brazil are also events that are enjoyed by many tourists each year. In short, the agent must determine the interests of the client and then create a suggested schedule of entertainment around those interests.

THE SPECIALIZED TRAVEL AGENCY

Some travel agencies specialized in only one form of travel or offer services to a special group of travelers. These agencies, classified as SPECIALIZED TRAVEL agencies, are generally located in larger cities and are often fairly large. The following are descriptions of some of these types of specialized agencies:

Commercial or Corporate Account Travel

A commercial or corporate travel agency deals exclusively with business accounts and works primarily with airline scheduling, ticketing, hotels and car rentals. These agencies usually provide a travel ticket and information delivery service for business travelers.

Shipline/Cruise Travel

A travel agency specializing in cruise vacations would usually have employees that have a background of personal experience in sea travel and a fairly extensive knowledge of the cruise lines, their ships and itineraries. Cruise sales are highly lucrative for many travel agency receives a commission for the full amount of the sale, excluding any port charges or taxes. Once the travel agent has acquired an adequate background in different types of cruises, cruise vacation packages are not difficult to sell. Cruises provide a significant volume of repeat business for many agencies.

Foreign Travel

Some travel agencies specialize in foreign travel, selling nationally advertised tours offered by large tour companies, and in "FIT" (Foreign Independent Tour).

An FIT is a specialized tour designed exclusively for an individual client; and although it usually costs more, the advantage of this type of tour is that the itinerary may be set up according to the traveler's personal specifications. An FIT may include hotels, sightseeing, excursions, meals, licensed guides with a private car, theater, and much more. FITs can be very profitable for the travel agency; however, handling FIT travel is very time consuming and requires that the travel agent have extensive experience in foreign travel.

Ethnic Individual/Group Travel

Many specialized agencies are located in large cities with sizable ethnic communities. These agencies often specialize in individual and/or group travel to the mother countries of these communities. Typical destinations for group travel are Greece, Israel, Poland, Italy, Germany, Ireland, Scandinavia and Japan. Travel agencies specializing in group travel obtain blocks of seats from airlines or lease or charter an entire aircraft.

Tour Travel

A tour program can be developed which includes only hotel reservations and transfers or a comprehensive escorted tour. The tour organizer may be someone within the travel agency or a third party. In some cases, tour organizers are ministers, community leaders, or educators. The enterprising travel agent realizes that these tour organizers represent a significant business opportunity.

Whether the travel agency itself is the tour organizer or merely assists in making the group bookings, group tours are big business. These group programs are sold directly to the traveling public or wholesale through other travel agencies who are paid a commission on each sale.

CONFERENCES AND APPOINTMENTS

To represent travel suppliers and to collect commissions from the sale of transportation services, a travel agency must be officially appointed as an agent for the travel transportation companies. To obtain an official appointment, the travel agency must conform to certain requirements set by regulatory boards called “conferences” which are made up of representatives of domestic and international suppliers has its own conference, and the travel agency must apply to and be appointed by each conference before selling the services of participating suppliers on a commission basis.

In general, the purposes of these conferences are:

1. **To maintain standard procedures and uniform rate structures within the travel industry and travel agency business;**
2. **To maintain the quality of appearance and service of travel agency operations;**
3. **To protect the principal suppliers’ financial investments and ticket stocks.**

To accomplish these objectives, the conferences appoint only those travel agencies, which they deem, qualified to represent the suppliers in selling responsibility of inspecting and reviewing each travel agency before appointing it as an official representative of the travel suppliers. Without the sanction of the conferences, a travel agency may not sell the services of the conference members for a commission.

Within the travel industry, there are three major conferences:

1. The **Airlines Reporting Corporation (ARC)** which is made up of representatives from the domestic airlines in the United States.
2. The **International Airlines Travel Agent Networks (IATAN)** which represents international air carriers;
3. **Cruise Lines International Association (CLIA)** represents the Atlantic and Pacific ship lines.

COMMISSIONS

Upon receipt of major conference appointments, the travel agency immediately becomes eligible to receive commissions on the sale of transportation and travel related services for participating airlines and steamship companies that have membership in the conferences. At this time, the agency also becomes entitled to collect commissions on the transportation services that were sold prior to its appointment. To obtain these commissions, the travel agency must apply to each of the suppliers separately, sending detailed accounting of the transactions and copies of the tickets.

Once major conference appointments have been secured commissions from tour companies, car rental firms, hotels and other travel suppliers are easier to collect. Though these suppliers will generally pay commissions prior to travel agencies. After the agency is officially recognized by the major conferences, the other travel suppliers readily acknowledge its credibility and are usually eager to cooperate in the sale of travel services.

The amount of money the travel agency earns in these cooperative ventures varies according to the type of supplier or travel service involved. The commission structure for the same of

domestic airline transportation, for example, is different than that for the sale of rail passages; and the commission structure for the sale of cruises is different than for the sale of Greyhound tours. In general, however, the same commission rates are paid by travel suppliers who furnish the same “type” of service.

Most airlines do not pay commission. Check www.hometravelagent.com or contact the agency for a listing of airlines that pay commission. You will earn a percentage of the ticketing service fee for airline tickets process through the agency. This service fee is added to your clients’ ticket cost.

The other major conference suppliers, which include cruise lines, at present pay a minimum of 10% commission and may pay as much as 17% depending on agency sales volume or membership in a travel consortium group.

Most tour operators also pay a 10-17% commission. Depending on the individual operator, this percentage may increase with a group booking or with a large number of tour sales by the travel agency. If the travel agency increases sales for the tour operator during a calendar year, for example, the travel agency’s next year commission level may increase commensurately.

The sale of tours and cruises is profitable for the travel agency in terms of both time and money. In booking tours, the travel agency initially saves time (which in business is money!) in avoiding contact with individual hotels, sightseeing tours, and other suppliers to make individual reservations and to collect individual commissions. As far as actual dollars are concerned, the travel agency makes a larger profit on sale of tours as opposed to the sale of separate transportation tickets. The agency receives a commission on the TOTAL tour or cruise package, which includes such things as commissions on accommodations, meals and excursions.

In general, the major hotel and motel chains recognize the value of working with travel agencies to sell their services and will pay up to 10% of the room rates as a commission. Many hotels and motels, however, pay less than a 10% commission and some of the very small properties and bed & breakfast type properties do not pay a commission. For the lodging establishments that do pay commission, the payment is forwarded to the travel agency after the traveler has completed his or her stay and paid for the room.

Car rental companies pay 5% to 10% commission to a recognized travel agency. If the agency arranges transportation for a client who is eligible for a corporate discount (an agreement between the car rental firm and a large corporation or company) the commission may be closer to the 5% level. Though the agency performs the same amount of work and provides the same service to the non-corporate and corporate clients, the corporation employee receives a discount up to 20% on car rentals. Consequently, the car rental companies are unwilling to pay the higher commission to the travel agency. As with lodging commissions, car rental commissions are paid after the rental is completed and the car rental agency has been paid.

Many travel agencies provide additional services such as travel insurance. Commissions for the sale of insurance vary from 20% - 37%.

Why People Travel

Tourists travel for a wide variety of reasons. For some, traveling itself can be the most rewarding experience; for others, the activities at the destination are most important.

While most people travel for relaxation, a number of other motives exist. Tourists like to learn how people in other countries live. They like to see popular or interesting sights such as the Eiffel Tower, Mount Rushmore, or the Taj Mahal. Tourists like to attend special events. When visiting New Orleans, they go during Mardi Gras. Thousands of people from all over the world travel to Munich in the fall to participate in the famous Oktoberfest.

An executive might choose a weekend fishing trip as a means of getting away from daily stress. The college student spending a week in Ft. Lauderdale or Cancun simply wants to have a good time over spring break. Young people travel overseas to learn more about the country where their parents or grandparents were born, while others visit places to meet family members or old school friends. People travel great distances in search of sunshine and warm weather. Within Europe, millions of Germans, Dutch, Swedes, and British travel to the beaches of Italy and Spain during July and August to escape the unpredictable summers in their home countries. Spain alone receives more than forty-million visitors annually.

Travel agents now sell fishing vacations to Ireland, bicycle or walking tours through Europe, and whitewater rafting trips to Arizona and Colorado. Ski vacations have become very popular, and many winter sport enthusiasts take two vacations each year, one in the summer and one during the winter season.

As we examine the motivations that induce people to travel, our list would be incomplete without mentioning that travel is the “in” thing to do. As travel becomes an even greater part of everyone’s life, it is treated the same way that people treat their houses, cars, or the labels on their clothing. Travel provides an opportunity to be surrounded by glamour and serves as an escape from daily troubles and normal societal restrictions.

TYPES OF TRAVELERS

OUTDOOR PEOPLE

Outdoor people are usually married with children. In age and income, they represent a cross-section of vacationers but few are college educated. In general, they live in similar metropolitan and rural areas. They look for a country vacation, beautiful scenery, mountains, lakes, seashores, and parks. They seek peaceful and quiet places, uncrowded and away from big cities. They prefer wilderness and unspoiled beauty over well-developed resorts. The vast majority of outdoor people take their vacations during the six warm months.

Generally, they are not pre-occupied with the quality of vacation facilities and have little interest in luxury, extras, or frills. Many take a camping vacation. In the United States, the majority takes their vacations in the North and West, favoring New England, New York State, and the Rocky Mountain states. This is the least likely group of travelers to take city vacations or go overseas.

YOUNG FUN SEEKERS

Young fun seekers tend to be single and well educated. They tend to live in large metropolitan areas and have a wide range of interests. They like the beaches and the sun, but are also interested in outdoor recreation in a country atmosphere. Quite a few take vacations in hot climates during the winter months. This group is most often identified as “Club Med” customers. They look for good quality hotels and motels that are sensibly priced, comfortable and modern. They show some interest in places where they can meet other singles. They spend less money per trip than other vacationers.

This group of travelers enjoys swimming and other sports, such as sailing, horseback riding and tennis. They also show an above average interest in spectator sports. To them, a good vacation includes many things to do, good nightlife, dining out and “partying”. They favor New England and New York, and almost half take their vacations in California, Florida, Arizona, and Hawaii. They show average interest in California and city vacations, as well as in overseas vacations, especially Europe.

RESORT PEOPLE

Resort people are usually married and have young children. They have the highest incomes and they tend to come from large metropolitan areas. They seek resorts on seashores and look for well known, exciting and “in” places.

Approximately 40% take vacations during the colder part of the year, traveling to warmer climates when possible. They look for modern, top-quality motels or hotels that offer comfort, luxury and extras. They prefer resorts with top name entertainers and show some interest in planned activities. They spend more than the average vacationer, but they want to get good value for their money and like to take advantage of vacation packages. They want to have fun and many things to do. Good nightlife is an important part of their vacation. Their favorite sports are golf and tennis and show some interest in spectator sports. Almost half of this group vacation in the “sun” states, especially Florida.

CULTURE-ORIENTATED VACATIONERS

The culture-orientated vacationers are older and well educated. A high proportion of these travelers are women. They seek destinations with opportunities for culture and urban activities and sightseeing. They are least interested in outdoor activities. They look for hotels or motels of good quality, modern and comfortable, but without extras and frills. They show some interest in vacation packages and spend more per trip than those in the other three categories of pleasure travelers.

The culture-orientated vacationer likes to go sightseeing and is especially interested in historical sites. They enjoy urban cultural activities including theater, opera, ballet, concerts, museums and art galleries. They like to dine in fine restaurants and go shopping. They show moderate interest in the beach, but are the group least inclined to engage in sports or other physical activities. Although almost half of these tourists vacation in “sun” states, they are the least interested in Florida. They favor California and big city vacations and are the most likely to travel overseas, especially favoring Europe.

EXPLORER TYPE TOURISTS

These tourists look for discoveries and knowledge. Their numbers are limited. They don't consider themselves tourists and would rather be identified as anthropologists, living as active participants — observers among the local people. They easily accommodate to local norms in housing, food and lifestyles.

Explorer type tourists have very different expectations. They are often intent on leaving familiarity behind and experience other cultures fully. They seek to achieve a much higher level of contact with the societies of the countries they visit than any of the other types of vacation tourist. The explorer type tourist often shuns air transport, instead using rail or road on overland tours of Asia or Africa. Visits tend to be of long duration, enabling more contact with and more understanding of the host community.

ELITE TOURISTS

Elite tourists are few in number and usually include individuals who have been “almost everywhere” and who now, for example, choose to spend \$3000 for one week of travel by dugout canoe, with a guide, on the inland rivers of Panama.

They differ from explorers because they are tourists; they use facilities that could be prearranged at home by a travel agent. However, they adapt easily, often with the attitude that “if they (the natives) can live that way all of their lives, we can, for a week”. Their experience of host continues is often great, but generally it is gained in the role of spectators not willing to adapt permanently to any of the host countries' characteristics lifestyles. Their visits will be largely unstructured and of longer duration than those of the mass tourist.

OFF-BEAT TOURISTS

Offbeat tourists include those who currently visit Nepal or participate in a hunting safari in Zimbabwe. They seek either to get away from the tourist crowds, or heighten the excitement of their vacation by doing something beyond the norm. In general, they adapt well and “put up with” the simple accommodations and services provided for the occasional tourist.

TYPES OF TOURISM

Mass Tourism is a continuous influx of visitors, such as those who inundate Orlando, the Hawaiian Islands and European resorts most of the year. This type of tourism is built upon middle-class income and values, and the impact of sheer high numbers. With a “you get what you pay for” attitude, they fill up hotels of every category, but, as a common denominator, they expect trained multi-lingual hotel and tourists staffs to be alert and solicitous to their wants as well as their needs.

Charter Tourism consists of groups that arrive in mass to resorts like Waikiki, Cancun, and the Bahamas. While the mass tourist expects Western amenities, the charter tourists are characterized by minimal involvement with the people of the country visited or their culture. The emphasis is on the hotel and other facilities that have been developed specifically for these tourists. Charter tourists do not expect to forego many of the leisure features to which they are accustomed; they want to experience the “novelty of a strange place with the security of a familiar

environment". Visits will be structured and generally of short duration, ranging from a long weekend to two weeks.

BARRIERS TO TRAVEL

International statistics indicate, that even in major tourist-generating countries, over 30% of the population does not actively participate in an annual vacation. This group, in any given year, consists of people that never vacation or that vacation less than annually.

Some of the reasons for not traveling are obvious. Travel is an expensive item in any family budget, and some simply can't consider its priority. Even when cost is not a factor, many people hesitate to give up their annual vacation trip or fishing outing for an overseas vacation.

For ranchers, farmers and owners of small businesses, it is often difficult to take time off for a vacation. Persons residing in more rural areas are less likely to travel than other groups and they make less frequent use of the services of travel professionals. Often this segment of our population explores the unique sites and enjoys the recreational opportunities that are close to their homes. The popularity of recreational vehicles, especially in the Midwest, is an indicator of this style of travel. To many, the thought of overseas travel creates anxiety or fear over what the new experience will bring. They take to heart the old American adage "there's no place like home".

While tourism is a growth industry, we should not overlook the large segment of our population that has not yet discovered that there are places or things of interest outside their familiar surroundings. All of you will need to remind these potential customers "the world is a book, those who stay home read only one page".

A person has two very strong drives - *the need for safety and the desire for exploration*. Travel can reduce this conflict. It satisfies the anticipation of the unknown, yet we all know how sweet it is to return home.

In several studies, the reasons why people don't vacation have been explored. They indicate the following:

- **Economic Limitations** - We all have a limited budget and have to set priorities. For some, travel is a desire to work toward.
- **Health** - While progress is being made in this area, for many, physical limitations prohibit participation in travel. Handicaps, poor health, and old age can be barriers to travel.
- **Time Limitations** - Many cannot leave their daily routine for any length of time.
- **Family** - Young couples with small children often don't travel because of family priorities and the inconvenience of travel at this stage of their lives.
- **Unawareness** - As discussed before, travel has not been a part of everyone's lifestyle. Unfamiliarity with travel destinations and the activities of travel in general, reinforced by the fear of the unknown, is a major barrier to enjoying the excitement of new experiences.

BUSINESS TRAVEL

Long before the concept of traveling for pleasure became widespread, people traveled on business trips. Today, more than half of all air passengers on domestic routes travel for job-related reasons. Some travel to meet prospective clients, while other travel for job-related reasons. Some travel to meet prospective clients, while other travel to attend meetings or conventions. Business travel has become a very important market for the accommodation industry, to the point where many deluxe hotels cater exclusively to the specific needs of these travelers. The enormous increase in business travel can be attributed to many different factors.

The multi-national corporation, a post World War II phenomenon, has opened world markets. Shoppers all over the world, be it Los Angeles or Amsterdam, can find the same brand names on the shelves of supermarkets. Domestically, many companies expand into other states to take advantage of reduced taxes and a cheaper labor force.

Numerous meetings and conventions facilities are currently being constructed. Almost any city with a population of more than 50,000 people either has a civic center or convention facility, is building one, or has one planned.

Traditionally, large cities were hosts for conventions. The purpose and selling point was based strictly on business. More recently, many smaller cities, where they can incorporate recreational activities into business routine, have become hosts of conventions. Corporations are beginning to realize that is less expensive to hold a meeting outside large metropolitan areas, and are moving their convention sites to suburban areas or smaller towns. A hotel near a smaller city can provide less expensive accommodations as well as a wealth of recreational opportunities.

The average business trip takes from one to three days; conventions and sales trips take between six and ten days. Most often, people attending conventions will do so in the company of one or two colleagues.

Cities throughout the country have accelerated their efforts to attract convention business. The average convention delegate currently generates an average of more than \$700 in income for the host community. Often, city convention bureaus will justifiably operate with a larger budget and staff than their state tourism office counterparts.

NOTES

TRAVEL RESERVATIONS PROCEDURES

Always “shop around” for the best possible fare or value for tours/vacation packages, cruises, cars, hotels and airfare. Use the **Shop Around Form**, found in your Supplemental Resource & Information Guide, when making your contacts, keeping this as a diary of your calls so you will be able to reference this invaluable information when your client is ready to book. This form allows you to collect information from a variety of travel suppliers and compare prices and services.

This section of your Agent Manual will provide you with reservation procedures for obtaining quotes and for booking:

- **Tours/Vacation Packages**
- **Cruises**
- **Hotels**
- **Car Rentals**
- **Airlines & Consolidators**
- **Travel Insurance**

Please carefully review the information contained in this section and contact the agency should you have any questions. The Booking Forms and Worksheets referenced are provided separately in the Booking Forms and Worksheets Packet and on our Agent Only Portal, www.hometravelagent.com.

Procedures and policies are subject to change. If any changes occur they will be posted on our Agent Only Portal, www.hometravelagent.com so be sure to check the website regularly.



Prestige Travel Systems

IMPORTANT!!!!

As a Prestige Agent, you are authorized to work directly with the travel suppliers using Prestige Travel's accredited numbers. When using Prestige Travel's accredited numbers, you must follow all the proper booking procedures as outlined in this packet. You must also book and pay the **Gross Fare** for the bookings that are made.

The Gross Fare is the total amount that must be collected and paid by the traveler for the booking. It includes the base fare, all taxes and fees and the commission.

Whether you are working directly with the travel suppliers via their website or telephone, you must book and pay the **Gross Fare**. At times, some travel suppliers will quote or display a **Net Fare**. A **Net Fare** is a fare that does not include the commission. You are not authorized to book a **Net Fare** at any time.

Please verify on the Guest's Confirmation from the travel supplier the total gross fare amount to collect from your clients. Often times the Agency Confirmation from the travel supplier will display the net fare amount, which is not the correct amount to collect from your client as it is not the gross fare amount. The total gross fare amount must be paid to the travel supplier.

Per our Independent Contractor Agreement and Agent Net Rate Acknowledgement, you will be responsible for any uncollected commission due to the agency from the travel supplier if you book a Net Fare.

Before processing all final payments, confirm that you have collected and are paying the Gross Fare of the booking.

TOURS/VACATION PACKAGES

WHAT IS A TOUR?

A tour is package that includes a variety of components including airfare, hotel accommodations, ground transportation, transfers, sightseeing, etc. A tour operator creates and markets tour packages. To create a package, the tour operator contracts with various travel suppliers and then re-sells the package to the general public and to travel agents.

The flat rate charged for a tour package is generally much lower than would be the combined price of each individual item. The package is prearranged and prepaid.

The standard tour components are accommodations and transportation, and often one additional component such as transfers, car rentals, attractions or meal plans. However, many tour operators provide land-only vacations which include accommodations only, hotel taxes and services charge.

TYPES OF TOURS

Various types of tours have been developed to meet the needs of an increasingly sophisticated travel public. They cater to both the mass market and to specific segments of the market. There are tours tailored to attract young singles, families, and senior citizens. There are tours organized for special groups and couples with special interests and special needs.

INDEPENDENT

This prepaid, prepackaged tour is the least structured of the tour types. Typically, the independent tour offers air travel, hotel accommodations and one other feature, but not group departures or scheduled group activities. This allows the traveler a great amount of independence and flexibility, while still being able to take advantage of the lower rates made available by the tour operator/wholesaler. A choice of specific hotels and class of hotels is frequently provided.

HOSTED

These prepaid, prepackaged tours add the feature of a **host** to the independent tour. A host is available to each major destination on the tour to assist travelers in arranging sightseeing, tickets, etc. These hosts are frequently found at the desk in the lobbies of major hotels. Hosted tours are often used for conventions and conferences. Tours labeled independent often include a host.

ESCORTED

The fully escorted tour offers your client a structured program including air and/or ground transportation, accommodations, meals and sightseeing, and includes taxes, tips and service charges. Tour members assemble at an initial destination city and travel together, often to many destinations with their accompanying tour escort.

TOURS

TOUR PACKAGE QUOTES AND RESERVATIONS

It is important to gather the right information from your clients when planning a tour vacation package. The Tour Information Guide (found on the following pages) and the **Shop Around Form** (found in the Supplement Guide) will assist you gather that information and assist you when inquiring and/or booking their tour vacation package. It is important to know what your clients like to do when they travel or their hobbies/interests, their expectations for their vacation, and their budget.

Once you have gathered the necessary information, there are several methods for you to use to obtain tour package quotes and/or book the tour vacation package for your client.

1. **Call the Prestige Travel Reservations Center directly at 800-359-0517 or 813-289-7772.**
2. **Call the Tour Company directly. Refer to our Preferred Supplier Lists for toll free numbers.**
3. **Subscribe to Prestige Travels' NetAdvantage Program. As a NetAdvantage Program subscriber, you will be able to access tour supplier's travel agent only websites directly.**
4. **Visit www.hometravelagent.com, click on the Reservations Tab then click on Tours on the menu on the right side to access Preferred Supplier links such as Travel Impressions, FunJet, Apple Vacations, Sandals and Beaches.**

Calling the Prestige Travel Systems Reservations Center

You may call Prestige Travel directly for assistance with a reservation, especially until you feel knowledgeable and comfortable about selecting tour companies and working with them. Our staff can answer many of your questions as well as recommend tour companies to contact and websites for references.

- Identify yourself as a Prestige Agent. Make note of the name of the in-house Prestige Reservation Agent you are speaking with and then provide your name and agent ID number. Once you begin work on a quote/reservation for your client you should continue to communicate with the same in-house Prestige Reservation Agent each time you call in order to avoid any duplication of effort and miscommunications.
- Provide the in-house Prestige Reservation Agent with your client's information. The more detailed information you can provide, the better service and more accurate quote will be given.
- The tour company will allow us to hold a reservation while you confirm the tour/vacation package cost and itinerary with your client. The tour company will give us an option date (the date payments are due to the tour company), the amount due, and payment policy. Failure to meet the option date results in automatic cancellation by the tour company. If you know the client is not interested on the booking that is held, it would be courteous if

you notify the tour company. We recommend telling your clients the option date is 2 weeks prior to the tour company's actual option date.

- If you book a tour/vacation package with one of our in-house Prestige Reservation Agent, please fully complete the **Tour Booking Form** and submit to Prestige Travel System as soon as possible. It is mandatory to also submit a signed Credit Card Authorization for any sale over \$250 on one credit card. You must black out all digits of the credit card except the first 4 digits, the last 4 digits and the expiration date on the forms prior to submitting to Prestige Travel.
- Once your reservation is confirmed and payment has been made, please review the confirmation and/or invoice for accuracy. Fees may apply for any changes made on your reservation.

Calling the Tour Company Directly

Refer to the Prestige Travel Preferred Supplier List to choose which tour companies will best fit your client's itinerary.

- When you make the call to the tour company have your client's information and a brochure in front of you. If you do not have a brochure, you may research their options on their website. The more detailed information you can provide the tour company, the better service and more accurate quote will be given.
- Identify yourself as an agent with Prestige Travel and provide the reservation agent with your FULL Name (first and last) and our ARC/IATA number. Using your full name will assist Prestige Travel in identifying the appropriate booking agent (you) when we receive the confirmations from each tour company. A **Tour Booking Form** from you is still required for us to fully identify your booking.
- The tour company will ask for the following information:
 1. **The number of people traveling**
 2. **Passengers' full and proper name (no nicknames) as they appear on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport**
 3. **Ages of passengers at time of travel**
 4. **Destination and departure city**
 5. **Date of travel and length of stay**
 6. **Name of property, or type of property**
 7. **Room preference (i.e. oceanview, pool view, garden view, near elevator, high or low floor, etc.).**
 8. **Transfers needed or car rental**
 9. **Meal or dining requests**
- The tour company will allow us to hold a reservation while you confirm the tour/vacation package cost and itinerary with your client. The tour company will give us an option date (the date payments are due to the tour company), the amount due, and payment policy. Failure to meet the option date results in automatic cancellation by the tour company. If

you know the client is not interested on the booking that is held, it would be courteous if you notify the tour company. We recommend telling your clients the option date is 2 weeks prior to the tour company's actual option date.

- To book and reserve the tour/vacation package for your client, a deposit or full/final payment must be submitted by the option date. You must collect proper payment from your client. The forms of payment accepted are cash, checks, money order, or credit cards. Personal checks will NOT be accepted for full or final payments.
- When making a payment with a check or money order, it must be made payable to and sent to Prestige Travel Systems. Please allow ample time for this payment to reach Prestige Travel Systems so we can forward an Agency Check to the tour company for the payment before the option date. Please submit a fully completed Tour Booking Form with the payment information. **NEVER send cash, checks or money orders directly to a tour company.**
- When a credit card is to be used for payment, your client is required to complete a **Credit Card Authorization** for the charges. You may call in the payment directly to the tour company with the credit card information.
- After making the payment and reserving the tour package for your client, please fax or mail a fully completed **Tour Booking Form**. You do not have to submit the **Credit Card Authorization** to Prestige Travel but you must be able to provide Prestige Travel with one if requested. Don't forget to include information on how much was paid per person on the **Tour Booking Form**.
- By submitting a **Tour Booking Form**, it will notify us that you have a tour package booked with a tour company. This will assist us to track the booking back to you when confirmations come from the tour companies, lets us know where travel documents should be delivered, and allows us to know which agent to pay the commissions.
- Once your reservation is confirmed and payment has been made, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.
- A **Booking Payment Form** must be submitted to Prestige Travel Systems whenever a payment has been made on a tour booking.
- For any cancellations on a tour booking that you already submitted a **Tour Booking Form** for, please submit to Prestige Travel a **Cancellation/Refund/Overpayment Form**.
- For any changes made on a tour booking that you have already submitted to Prestige Travel, please complete a new **Tour Booking Form** and indicate the changes made.
- If time is of the essence and confirmation has been made with a tour company and you do not have access to a fax machine, please call Prestige Travel Systems and inform us that you have booked a tour package vacation for your client. Also, on www.hometravelagent.com home page, you may submit a **Tour Booking Form** online under Quick Access Agency Forms.

- Remember, your client's documents cannot be sent to them and commissions cannot be paid to you if Prestige Travel Systems has not received a completed **Tour Booking Form** at time of confirmation or payment.

Please note: It is your responsibility to make sure the gross amount is quoted correctly to your client and paid in full. Refer to the Tour Company's Client/Guest Copy for the total amount due.

Booking through the NetAdvantage Program

If you are a subscriber to the Prestige NetAdvantage Program, you will have access to fare quotes for your clients 7 days a week/24 hours a day. (NetAdvantage subscribers receive a detailed instructional guide for using this program upon activation of the subscription.) Refer to the Prestige Travel Preferred Supplier List to choose which tour companies will best fit your client's itinerary.

Submit to Prestige Travel a fully completed **Tour Booking Form** if a tour reservation is confirmed on a tour company's agent only website. It is mandatory to have a signed **Credit Card Authorization** from your client(s) for any sale over \$250 on one credit card. You do not have to submit the **Credit Card Authorization** to Prestige Travel but you must be able to provide Prestige Travel with one if requested. After payment has been made with the tour company, you must black out all digits of the credit card except the first 4 digits, the last 4 digits and the expiration date on the form and keep for your records.

For any additional payments made on the reservation, you must complete and submit a **Booking Payment Form** to Prestige Travel.

Please review the supplier confirmation invoice for accuracy. Fees may apply for any changes made on your reservation.

Booking through www.hometravelagent.com

On our Agent Only Internet Portal, www.hometravelagent.com, you will have access to fare quotes for your clients 7 days a week/24 hours a day. Refer to the Prestige Travel Preferred Supplier List to choose which tour companies will best fit your client's itinerary.

Submit to Prestige Travel a fully completed **Tour Booking Form** if a tour reservation is confirmed on one of these tour supplier links. It is mandatory to have a signed **Credit Card Authorization** from your client(s) for any sale over \$250 on one credit card. You do not have to submit the **Credit Card Authorization** to Prestige Travel but you must be able to provide Prestige Travel with one if requested. After payment has been made with the tour company, you must black out all digits of the credit card except the first 4 digits, the last 4 digits and the expiration date on the form and keep for your records.

Once your reservation is confirmed and payment has been made, please review the confirmation for accuracy. Fees may apply for any changes made on your reservation.

For any additional payments made on the reservation, you must complete and submit a **Booking Payment Form** to Prestige Travel.

***** Please be aware that only one initial payment can be made when booking on www.hometravelagent.com. Additional payments must be called into the tour company or Prestige Travel Tour Department.**

TOUR INFORMATION GUIDE

THINGS TO KNOW BEFORE YOU CALL

1. Select tour company(s) from the **Preferred Supplier List**.
2. Have the tour company brochure in front of you when you make your inquiry call or use supplier's website.
3. If known, or if applicable know the tour name or number as listed in the brochure to reference when you make your inquiry.
4. The client's preference on budget, tour type.
5. The number of people traveling and their full legal names as they appear on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport.
6. Date of Birth or Ages of travelers at the time of travel
7. Date of travel - departure and return (plus any alternative dates).
8. Departure city and destination city.
9. Name of property, or type of property desired
10. Room preference (i.e. oceanview, pool view, garden, near elevator, low or high floor, etc.).
11. Citizenship – when booking internationally there may be visa requirements.

THINGS TO DOCUMENT & ASK

1. Reservationist's name.
2. Booking number.
3. Fare breakdown: Base + Taxes + Insurance + Commission. Please note: if you hear "net" and no commission is mentioned, a commission must be added to the fare quote before quoting to your client. Ask the Reservation Agent for the Total Gross Amount or call Prestige Travel Reservation Center for assistance in adding commission to "Net" fares.
4. Payment option dates: deposit due date, final payment due date.
5. Form of payment tour company accepts (i.e. agency check, credit card, MCO or Tour Order).
6. Cancellation policy (refer to tour company brochure or ask the reservation agent)
7. Commission amount.
8. Travel insurance offered by tour company. Compare tour company insurance with 3rd party travel insurance companies such as Travel Insured.
9. Proof of citizenship required.

TOUR RESERVATION SAMPLE SCRIPT

YOU: Hi, my name is Molly Roberts from Prestige Travel Systems. I would like to check availability and rates for two people to Maui for a departure on May 22. They would like to stay for six nights.

TOUR OP: Which category/property are your clients interested in?

YOU: They would like the premium 1 category at the Hyatt Regency. They will need air from Los Angeles and would like a car for the duration of their stay.

TOUR OP: I can offer them a premium 1 category room, which is in our ocean view property with air from Los Angeles, and a compact car. The total gross amount per person is \$999. Any hotel service charges or gratuities will be additional. There will be a complimentary lei greeting at the airport for your clients when they arrive.

YOU: Thank you. I would like to book the reservation, please. My agency's ARC/IATA number is 10 70931 1.

TOUR OP: Yes, I see that you are Prestige Travel Systems, located at 2803 W Busch Boulevard, Suite 100, Tampa, FL 33618. What are your client's names?

YOU: They have the same last name of Gregory. First names are Robert and Catherine.

TOUR OP: Ok, we have your clients Robert and Catherine Gregory booked on Continental Flight #123 on May 22 departing Los Angeles at 8:30 a.m. arriving in Maui at 11:30 a.m. They have a compact car reserved with Avis for pick up upon arrival. They will be staying 6 nights at the Hyatt Regency in a premium 1 category room; departing on May 28 on Continental Flight #224 at 1:15 p.m. and arriving Los Angeles at 9:01 p.m. Your booking/reservation number is _____.

Deposit of \$200 per person is required by _____, and final payment will be due on _____.

YOU: What form of payment will you accept?

TOUR OP: We can accept either a credit card or an agency check.

YOU: Thank you. I will notify my agency of this booking and speak to my clients to inform them of the total due and cancellation policies. (Ask tour company's reservation agent for this information if not previously offered.) Please fax a confirmation to 813-932-9650. When you fax the confirmation to my agency, would you please reference my name as "Molly Roberts", as we have several agents by the name of Molly in our office and I want to make sure they know this is my booking. Thank you.

WORKING WITH THE CRUISE LINES

Cruise Pricing

The cruise product consists of many features. Consider each feature shown below, as each has an impact on the pricing of a cruise.

The price of a cruise is determined by the classification of the cruise line, then by:

- **Duration**
- **Season**
- **Ship Profile/Quality**
- **Stateroom/Cabin**
- **Promotional fares**

Season

The “off”, “value” or “base” season provides the lowest rates. The peak season is traditionally when the weather is most favorable.

Ship Profile/Quality

The **ship profile** is the size of the ship, the number of crew members on board, and the number of passengers the ship can accommodate.

The **Gross Registration Tonnage (GRT)** is the measurement of the interior space accessible to a passenger on a cruise ship. One GRT equals 100 cubic feet. (i.e., Cunard’s Queen Mary 2 has a GRT of 151,400; Carnival Cruise Line’s Carnival Liberty has a GRT of 110,000; Royal Caribbean’s Mariner of the Seas is over 141,000 GRT and Princess Cruises Dawn Princess has a GRT of 77,000).

The maximum number of passengers a ship can accommodate on a double occupancy basis is the **cruise capacity**.

Staterooms/Cabins

Generally, the higher above the water line, the more expensive the cabin will be as this provides a better “view” and is closer to the public areas. Inside cabins do not have windows or portholes; however, they may not necessarily be smaller than the ocean view or outside cabins. Typically, cabins “mid-ship” are more desirable than those forward or aft because any roll or pitch is less pronounced in the middle portion of the ship. Suites are available at a higher rate than inside or standard outside cabins.

Larger cabins are usually more expensive. Brochures will indicate the **size** of the cabin. The brochures often show a diagram of the various types of cabin available. Each cabin is equipped with a toilet, washbasin and shower; some cabins have tubs.

Traditionally, travel agents book their clients' cruise and receive a cabin assignment. Cruise lines may offer a cruise guarantee cabin which means your clients are only promised a stateroom -- somewhere, anywhere on the ship -- in the same category that they've chosen, but there's a possibility of an upgrade. The location of the stateroom will be at the cruise lines' discretion. The actual cabin will not be assigned until sometime after your booking (often a few weeks or days prior to departure).

If your clients are specific where their cabin is located do not book them in a cabin guarantee.

PROMOTIONAL FARES

Some cruise lines offer discounts for passengers who book well in advance. Booking six months in advance can result in discounts from 15 to 20%. Always refer to each cruise line brochure for cancellation penalty information. Subject to availability, reservations may be made two to four weeks before departure. The client pays a fixed discounted rate and is assigned a cabin by the cruise line. Special rates for specific regions of origin are called regional discounts.

KINDS OF CRUISES

Because of the diversity of cruise types and cruise destinations, there is likely to be a cruise for every client. There are budget cruises, luxury cruises, weekend cruises and three-month cruises. There are cruises for singles, cruises for families and cruises for seniors. Specialty cruises are offered for photographers, for students, for golfers, etc.

The duration of the cruise, the area of the world and the ports-of-call visited, the degree of luxury, the size of the ship, the activities offered, and the demographics of the passengers, each affect the nature of the cruise. Warm water cruises are the most popular throughout the world, including North America. Nonetheless, Alaskan cruise routes are gaining popularity.

The popular cruise areas of the world are:

- **The Bahamas**
- **Caribbean**
- **Mexico**
- **Bermuda**
- **Alaska**
- **Hawaii**
- **Canada/New England**
- **Mediterranean**
- **Europe**
- **Transatlantic**
- **South America**
- **Scandinavia**
- **Panama Canal**
- **River Cruises-Mississippi/Danube/Rhine**
- **Around the World**

FLY/CRUISE-LAND/CRUISE

A packaging concept that has greatly broadened the base of cruise clients are:

- 1. To include air travel to and from the point of embarkation with the cost of the cruise, which is referred to as an air/sea booking. The air is arranged directly with the cruise line.**
- 2. To offer the cruise in one direction and air travel in the other.**
- 3. You may also book our clients as “cruise only”. You may or may not provide air arrangements for your clients separate from the cruise line.**

REPOSITIONING CRUISES

Due to the seasonal nature of the cruise industry, ships are transferred from one area to another to accommodate demand. Rather than run empty ships, this repositioning voyage becomes a special cruise offered at a special between the Caribbean and the East Coast.

YACHT CHARTERS

Yacht charters are generally arranged by a group of people. They can be chartered with or without a crew. Chartering is popular in the Caribbean, the coast of Maine, Connecticut, and the Mediterranean. The itinerary is determined by the client.

SAILING VESSELS

Sailing vessel cruises include an itinerary determined by the operator. Sometimes the passenger is considered part of the crew. This concept varies greatly from operator to operator. The accommodations range from deluxe (e.g. Windstar) to casual (e.g. Windjammer).

TRANS-ATLANTIC

While almost all the cruise lines offer these types of voyages, traditional luxury is offered by the Cunard Line's Queen Mary 2, known as the QM2. This impressive ship offers two types of luxury living at sea- First Class and Transatlantic Class. The transatlantic crossing takes five to six days.

CRUISE INCLUSIONS

The price of a cruise generally includes:

- **Accommodations**
- **All meals onboard, except for some specialty restaurants**
- **Shipboard entertainment**

Cruises are prepaid packages. Port charges and government taxes are in addition to the cruise fare price and must be paid by each passenger regardless of age. The amounts vary depending on ports visited and length of cruise.

The price of a cruise generally does **NOT** include:

- **Shore Excursions**
- **Gratuities (tips)**
- **Beverage - Liquor**
- **Personal Purchases and Services**
- **Transfers from ship to shore**

CRUISES

CRUISE FARE QUOTES AND RESERVATIONS

It is important to have the **Cruise Client Information Form** when you speak with your client about planning their cruise. The **Cruise Client Information Form** will help you gather necessary information from your clients that will assist you when inquiring and/or booking their cruise vacation. Be prepared and ask for alternate dates, accommodations and ships. After completion of the **Cruise Client Information Form**, there are several methods for you to use to obtain cruise fare quotes and/or book the cruise reservation for your client.

1. **Call the Cruise Lines directly or the Prestige Travel Systems Cruise Department directly at 800-359-0517 or 813-289-7772.**
2. **Subscribe to Prestige Travels' NetAdvantage. As a NetAdvantage Subscriber, you will be able to access cruise line's travel agent only websites directly or use Agent Universe's CruisePro Reservation System.**
3. **Login to www.hometravelagent.com and click on the Reservations Tab then click on Cruises on the menu on the right side.**

Calling the Cruise Lines Directly or Prestige Travel Systems Cruise Department

Cruise lines are very helpful and easy to work with, so you may want to call them directly but please call the Prestige Cruise Department at 800-359-0517 if you would like our assistance. You can find cruise line toll free numbers in your Supplemental Resource & Information Guide.

- When making individual inquiries/bookings with the cruise line, use your FULL name, first and last name. This will assist Prestige Travel Systems in identifying the appropriate booking agent when we receive the confirmations from each cruise line. A **Cruise Booking Form** from you is still required for us to fully identify your booking.
- Cruise lines generally do not ask for the Agency's ARC/IATA/CLIA number, rather they will ask for the AGENCY TELEPHONE NUMBER to retrieve our TRAVEL AGENCY'S PROFILE in their system. The only telephone number to reference when making your inquiry and/or booking with the cruise line is 813-289-7772. DO NOT give them YOUR telephone number or YOUR fax number!
- Have a brochure and your client's information in front of you when you make the call. The cruise line reservation agent or the Prestige Travel cruise agent will ask for the following information:
 1. **Name of the Ship**
 2. **Sailing date and possible alternative dates**
 3. **Destination or Itinerary**
 4. **Departure Port**
 5. **Number of Nights**
 6. **The number of people traveling and number of cabins requesting**
 7. **City/State Residency**

8. **Applicable memberships (Past guest, if so past guest number, military, senior, etc.)**
9. **Cabin type and category (interior, oceanview, balcony, suite, etc.)**
10. **Cabin special requests such as connecting staterooms, modified staterooms**
11. **Passengers' full legal name (no nicknames) as they appear on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport**
12. **Date of Birth or Ages of travelers at the time of sailing**
13. **Dining preference**
14. **Special occasions, etc.**
15. **Air city if your clients need airfare included with the quote or if it is "cruise only"**

- The cruise line will allow you to hold a reservation while you confirm the cruise fare and itinerary with your client. The cruise line will give you an option date (the date payments are due to the cruise line) and the amount due. We recommend telling your clients the option date is 2 weeks prior to the cruise line's actual option date.
- Failure to meet the option dates results in automatic cancellation by the cruise line. If you know the client is not interested on the booking that is held, it would be courteous if you notify the cruise line.
- To book and reserve the cruise for your client, a deposit or full/final payment must be submitted by the option date. Make sure the reservation is booked with your clients' full legal name as it appears on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport. You must collect the full gross amount from your client. Refer to the Cruise Line's Client/Guest Confirmation copy for the total gross amount to collect from your client. The forms of payment accepted are cash, checks, money order, or credit cards. Personal checks will NOT be accepted for full or final payments.
- When making a payment with a check or money order, it must be made payable to and sent to Prestige Travel Systems. Please allow ample time for this payment to reach Prestige Travel Systems so we can forward an Agency Check to the cruise line for the payment before the option date. Please submit a fully completed **Cruise Booking Form** and **Cruise Payment Form** or **Cruise Multi-Payment Form** with the payment information. When a single check is used to pay for more than a single cabin, include a list of what portion (dollar amount) of the check is to be used for which client. Personal checks are not accepted for full or final payments.
- When a credit card is to be used for payment, your client is required to complete a **Credit Card Authorization** for the charges. You may call in the payment directly to the cruise line or to the Prestige Travel Cruise Department with the credit card information. When the Prestige Travel Cruise Department is making the payment for your cruise booking, a **Credit Card Authorization** must be sent to Prestige Travel before the payment can be made to the cruise line. After receiving confirmation of payment, you must black out all digits of the credit card except the first 4 digits, the last 4 digits and the expiration date.
- After making the 1st payment and reserving the cruise for your client, please submit a **Cruise Booking Form**. You may complete and submit the **Cruise Booking Form** online on

www.hometravelagent.com Home Page – Quick Access Agency Forms or complete a **Cruise Booking Form** that can be found in your Membership Start Up Package and fax to 813-932-9650, email to cruisedesk@goprestigettravel.com or mail to Prestige Travel Systems, 2803 W Busch Blvd, Suite 100, Tampa, FL 33618.

- Once your reservation is confirmed and payment has been made, please review the supplier confirmation for accuracy. Make sure you collect from the passengers the total balance due reflected on the Cruise Line's Client/Guest Confirmation copy. Fees may apply for any changes made on your reservation.
- When you make any additional payments to your cruise booking, you must submit a **Booking Payment Form** to Prestige Travel Systems.
- For any cancellations on a cruise booking that you already submitted a **Cruise Booking Form** for, please submit to Prestige Travel a **Cancellation/Refund/Overpayment Form**. We advise that your client submit their cancellation request to you in writing and make sure your client is aware of any cancellation penalties before you cancel their cruise booking.
- For any changes made on a cruise booking that you have already submitted to Prestige Travel, please complete a new **Cruise Booking Form** and indicate the changes made.
- Keep the **Credit Card Authorization** for your records; you do not need to submit to Prestige Travel unless requested. You must black out all digits of the credit card except the first 4 digits, the last 4 digits and the expiration date on the forms.
- By submitting a **Cruise Booking Form**, it will notify us that you have a cruise booked with a cruise line. This will assist us to track the booking back to you when confirmations come from the cruise line, lets us know where travel documents should be delivered, and allows us to know which agent to pay the commissions.
- If time is of the essence and confirmation has been made with the cruise line and you do not have access to a fax machine, please call Prestige Travel Systems and inform us that you have booked a cruise or send a quick email to cruisedesk@goprestigettravel.com with your name, agent id number, the cruise reservation information: Cruise line and Ship, Booking Number, Passenger(s) Last and First Name, and Sail Date. Also, on www.hometravelagent.com Home Page, you may submit a **Cruise Booking Form** online under Quick Access Agency Forms.

As a Prestige Independent Agent, you are responsible for verifying rate codes. It is important to confirm that you or your client are eligible and can provide the proper documentation for the rate code you select. If the rate code you select is not applicable for your client and they lack the proper documentation they will be liable for the difference in fare. A Net Fare is NOT a rate code you are authorized to book.

Please note: Some cruise lines may quote a net rate, which is not a valid rate to quote to your clients. It is your responsibility to make sure the gross amount is quoted correctly and paid in full. Refer to the Cruise Line's Client/Guest Copy for the total amount due.

Important Notes:

- It is your responsibility to ensure that all passenger names are spelled correctly and are full legal names (no nicknames). Name on reservation must match what appears on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport.
- Remember to inform your clients of the documentation requirements to sail. Encourage passengers to bring a passport as their form of I.D. Also, acceptable, is a government issued photo I.D. (driver's license) AND a certified or notarized copy of their birth certificate.
- Immigration is now asking for additional information on passengers prior to sailing. The required forms should be completed online. It is critical that the information be submitted to the cruise line, otherwise passengers may be denied boarding.
- You need to communicate to all passengers the cancellation penalties imposed by the cruise lines as well as by Prestige Travel. Check each individual cruise line cancellation policy as found in the cruise line brochure. Prestige Travel reserves the right to charge a \$50 per cabin cancellation fee, separate from any cruise line imposed penalties, if a booking is cancelled after final payment has been processed. We advise that your client submit their cancellation request to you in writing and make sure your client is aware of any cancellation penalties before you cancel their cruise booking.
- Keep in mind that the cruise lines will charge for name changes after finalization.
- The total Gross Amount on all bookings must be made. You are not authorized to pay the Net Amount on any bookings that are made using Prestige Travel's accredited numbers. Refer to the Cruise Line's Client/Guest Copy for the total amount due.

Booking Cruises through the NetAdvantage Program or CruisePro Reservation System

If you are a subscriber to the Prestige Travel's NetAdvantage Program you will have access to fare quotes for your clients through the **available cruise lines websites** and Agent Universe's CruisePro Reservation System 24 hours/7 days a week.

Reservations can be made per the individual cruise line policy. Please remember that all current agency policies regarding payment apply to online cruise bookings.

When making the reservations online, Prestige Agents are responsible for verifying rate codes. Please make sure to read the descriptions of the rate codes you select. It is important to confirm that you or your client are eligible and can provide the proper documentation for the rate code you select. If the rate code you select is not applicable for your client and they lack the proper documentation they will be liable for the difference in fare. A Net Fare is NOT a rate code you are authorized to book.

- The cruise line will give you an option date (the date payments are due to the cruise line) and the amount due. Failure to meet the option dates results in automatic cancellation by the cruise line. We recommend telling your clients the option date is 2 weeks prior to the cruise's line actual option date.


- To book and reserve the cruise for your client, a deposit or full/final payment must be submitted by the option date. Make sure the reservation is booked with your clients' full legal name as it appears on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport. You must collect the full gross amount from your client. When a credit card is to be used for payment, your client is required to complete a **Credit Card Authorization** for the charges.
- After making the 1st payment and reserving the cruise for your client, please submit a **Cruise Booking Form**. You may complete and submit the **Cruise Booking Form** online on www.hometravelagent.com Home Page – Quick Access Agency Forms or complete a **Cruise Booking Form** that can be found in your Membership Start Up Package and fax to 813-932-9650, email to cruisedesk@goprestigettravel.com or mail to Prestige Travel Systems, 2803 W Busch Blvd, Suite 100, Tampa, FL 33618.
- Once your reservation is confirmed and payment has been made, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.
- When you make any additional payments to your cruise booking, you must submit a **Booking Payment Form** to Prestige Travel Systems.
- For any cancellations on a cruise booking that you already submitted a **Cruise Booking Form** for, please submit to Prestige Travel a **Cancellation/Refund/Overpayment Form**. We advise that your client submit their cancellation request to you in writing and make sure your client is aware of any cancellation penalties before you cancel their cruise booking.
- For any changes made on a cruise booking that you have already submitted to Prestige Travel, please complete a new **Cruise Booking Form** and indicate the changes made.
- Keep the **Credit Card Authorization** for your records; you do not need to submit to Prestige Travel unless requested. You must black out all digits of the credit card except the first 4 digits, the last 4 digits and the expiration date on the forms.
- By submitting a **Cruise Booking Form**, it will notify us that you have a cruise booked with a cruise line. This will assist us to track the booking back to you when confirmations come from the cruise line, lets us know where travel documents should be delivered, and allows us to know which agent to pay the commissions.
- If time is of the essence and confirmation has been made with the cruise line and you do not have access to a fax machine, please call Prestige Travel Systems and inform us that you have booked a cruise or send a quick email to cruisedesk@goprestigettravel.com with your name, agent id number, the cruise reservation information: Cruise line and Ship, Booking Number, Passenger(s) Last and First Name, and Sail Date. Also, on www.hometravelagent.com Home Page, you may submit a **Cruise Booking Form** online under Quick Access Agency Forms.

Please note: Some cruise lines may quote a net rate, which is not a valid rate to quote to your clients. It is your responsibility to make sure the gross amount is quoted correctly and paid in full. Refer to the Cruise Line's Client/Guest Copy for the total amount due.

Important Notes:

- It is your responsibility to ensure that all passenger names are spelled correctly and are full legal names (no nicknames). Name on reservation must match what appears on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport.
- Remember to inform your clients of the documentation requirements to sail. Encourage passengers to bring a passport as their form of I.D. Also, acceptable, is a government issued photo I.D. (driver's license) AND a certified or notarized copy of their birth certificate.
- Immigration is now asking for additional information on passengers prior to sailing. The required forms should be completed online. It is critical that the information be submitted to the cruise line, otherwise passengers may be denied boarding.
- You need to communicate to all passengers the cancellation penalties imposed by the cruise lines as well as by Prestige Travel. Check each individual cruise line cancellation policy as found in the cruise line brochure. Prestige Travel reserves the right to charge a \$50 per cabin cancellation fee, separate from any cruise line imposed penalties, if a booking is cancelled after final payment has been processed. We advise that your client submit their cancellation request to you in writing and make sure your client is aware of any cancellation penalties before you cancel their cruise booking.
- Keep in mind that the cruise lines will charge for name changes after finalization.
- The total Gross Amount on all bookings must be made. You are not authorized to pay the Net Amount on any bookings that are made using Prestige Travel's accredited numbers. Refer to the Cruise Line's Client/Guest Copy for the total amount due.

Booking Cruises www.hometravelagent.com

Login to www.hometravelagent.com and click on  [Book Now](#). A Preferred Customer ID is requested to enter. This **Preferred Customer ID** is your **Agent ID Number**. It will track the booking back to you so you can receive credit for the reservation. A Cruise Booking Form is not required to submit but you must follow all other booking procedures above.

Reservations can be made per the individual cruise line policy. Please remember that all current agency policies regarding payment apply to online cruise bookings.

When making the reservations online, Prestige Agents are responsible for verifying rate codes. Please make sure to read the descriptions of the rate codes you select. It is important to confirm that you or your client are eligible and can provide the proper documentation for the rate code you select. If the rate code you select is not applicable for your client and they lack the proper documentation they will be liable for the difference in fare. A Net Fare is NOT a rate code you are authorized to book.

***** Please be aware that only one initial payment can be made when booking on www.hometravelagent.com. Additional payments must be called into the cruise line or Prestige Travel Cruise Department.**

CRUISE INFORMATION GUIDE

THINGS TO KNOW BEFORE YOU CALL

1. Have the cruise line brochure in front of you.
2. The number of people traveling and their full legal names as they appear on the guest's non-expired government-issued photo I.D. that they plan to use for travel identification such as their driver's license or passport.
3. Name of ship.
4. Applicable memberships i.e. past guest, if so past guest number, military, senior, etc.
5. Sailing date and possible alternative dates.
6. Cabin category preference (interior, oceanview, balcony, suite, etc.) or cabin special requests (connecting staterooms, modified staterooms, etc.).
7. Location on ship (front, back, middle or near elevator, etc.). Do not book your client in a cabin guarantee if he/she is specific on the location of their cabin.
8. Air city if your clients need airfare included with the quote, or it is "cruise only".
9. Dining preferences (early or late, table size, etc.)
10. Pre or post cruise tours (if desired).
11. Birthdates or Ages of all passengers at time of sailing
12. Any special dietary or medical requirements.
13. Any special celebrations (birthday, anniversary, etc.)
14. Citizenship – the cruise line must know what States passport your client is traveling under, as there may be visa requirements.
15. The client's preference on budget.

THINGS TO DOCUMENT & ASK

1. Reservationists name.
2. Booking number.
3. Gross Fare breakdown (cruise fare, port charges, gov't taxes, fees, air fare, tours, insurance, commission, etc. Port charges are often referred to as noncommissionable fare -NCF.)
4. Payment option dates: deposit due dates, final payment due date.
5. Cabin category and, if assigned, cabin number. Booking the reservation as a "guarantee" may allow the client to be upgraded to a higher category of cabin but you are not able to choose the cabin number or location.
6. Cancellation policy (refer to cruise line brochure or ask the cruise line reservation agent).
7. Travel insurance offered by cruise line. Compare cruise line insurance with 3rd party insurance companies such as Travel Insured Int'l.
8. Proof of citizenship required.
9. Commission amount.

CRUISE RESERVATION SAMPLE SCRIPT

YOU: Hi, this is Molly Roberts with Prestige Travel Systems. I would like to check availability for an ocean view cabin on (name of ship) for two people on your November 3 sailing. My clients will need air from Chicago.

CRUISE LINE: Hello. May I have your telephone number? (Remember, they are asking for the AGENCY telephone number, not your home office number. This is important, as this is how they will retrieve our profile in their computer system.)

YOU: Our agency phone number is 813-289-7772. (DO NOT use our toll free telephone number or any other agency location number.)

CRUISE LINE: Which category of cabin are you looking for?

YOU: They would like the least expensive ocean view cabin you have available. Are any special promotions being offered at this time?

CRUISE LINE: I can offer them a Category 7 guarantee cabin with a possible upgrade. The cruise fare is \$_____, noncommissionable fare (port charges) are \$_____, the taxes & fees are \$_____ and their air from Chicago will be an additional \$_____ for a total gross cost per person of \$_____.

YOU: Thank you. I would like to hold a cabin for my clients. Their last name is Johnson, first names Michael and Betty. Oh, I'm sorry, I mean Elizabeth. That's the name on her driver's license.

CRUISE LINE: Do you have birthdates? Dining preference? Table size preference?

YOU: I don't have their birthdates; however, they are both in their mid-40's. I will call back and provide that information. They would prefer late dining and a large table.

CRUISE LINE: Ok, I am holding a Category 7 cabin with a possibility of an upgrade for your clients Michael and Elizabeth Johnson. The total cost is \$_____. We will need a \$250.00 per person deposit by July 5 and payment in full by September 21. Your booking number is _____.

YOU: When you send the confirmation to my agency, would you please reference my name as "Molly Roberts", as we have several agents by the name of Molly in our office and I want to make sure they know this is my booking. Thank you.

Prestige Travel Systems

Group Cruise Policies & Guidelines

1. Call the cruise line and work directly with the cruise line to set up your cruise group. Or contact Prestige Travel Cruise Department if you have any questions or need help setting up a cruise group at 813-289-7772 ext. 601.

Important Booking Forms and Worksheets for your cruise group:

- **Cruise Group Summary Set Up**
- **Cruise Client Information Form**
- **Cruise Payment Form**
- **Cruise Multi-Payment Form**
- **Dining Request Form**
- **Cruise Group Summary Final Work Up**

Note: The Booking Forms and Worksheets referenced above are provided separately in the Booking Forms and Worksheets Packet and on our Agent Only Portal, www.hometravelagent.com.

2. Once you hold your cruise group with the cruise line, review the Cruise Group Contract.

It is very important to read the Cruise Group Contract in its entirety. If you have questions about the contract, please contact our Cruise Department at 813-289-7772 ext. 601 or the cruise line directly.

3. When money or payment has been made on your cruise group, please complete, sign and return to Prestige Travel the **Cruise Group Summary Set Up Form**. This form outlines the specifics of the booking (i.e. cruise line, ship, sailing date, booking number, deposit dates and amounts, number of cabins held, etc.).

When setting up your cruise group, a very important element are the cruise group amenities (if applicable/available for the sailing.) Amenities will vary from cruise line to cruise line as well as from sailing date to sailing date. We ask that you discuss these amenities, if offered, with Prestige Travel *prior* to offering an amenity package to your clients.

Per cabin bonus commissions and group bonus commissions are added to the total "commission earnings" for the group booking. (i.e. \$890 is earned as the base commission for the group; \$400 is earned as a per cabin bonus for 8 cabins sailed and a \$500 group bonus commission is earned. The total earned on the group would be \$1790. If you are at a 60% commission level with Prestige, you would receive \$1074 and the agency retains \$716.)

Tour Conductor credit "TC's" or free berths (beds) can be earned on groups and the number actually earned will depend on the number of 1st and 2nd passengers sailing as well as the TC offer provided in the Groups Amenity package offered by the cruise line.

(i.e. 1 for 15 is standard but we often see 1 for 12 or 1 for 10.) You, as the agent, will be entitled to use the TC earned on the group to do with as you wish. You may sail yourself, you may discount the group by the value of the TC or you may allow your group leader or designated passenger to use it. Please keep in mind the TC is “valued” at the NET amount (not including commission which would be figured into all other cabins sold.) Also, if a TC is earned it is for one cruise berth not one cabin PLUS the passenger must pay the port charges/gov’t fees and taxes.

There cannot be any exceptions made to this policy without prior approval by management of Prestige Travel. Any requests must be made in writing to the agency with an explanation of the reason for requesting a deviation. If changes in the policy are approved for your group, you will receive written confirmation from Prestige Travel.

If you do not adhere to the above, you may be subject to either commission reduction or penalties.

4. Use the **Cruise Client Information Form** to keep track of the passengers and their booking.
5. We recommend telling your clients that payments are due 2 weeks prior than what the cruise lines’ payment due date is. This allows you time to mail deposit payments to Prestige Travel before the cruise line deposit (option) date if needed. Complete the **Booking Payment Form** ANYTIME payment (checks, money orders or credit card payments) is made on the group. This form will be your “running tally” of payments throughout the booking process.

Please keep in mind that personal checks will NOT be accepted for full or final payments.

6. When any payment is made on your group, you will need to submit the **Booking Payment Form** via fax to 813-932-9650 or mail to Prestige Travel.
7. Note: if you are sending checks into Prestige Travel for payment toward the group, please attach a copy of your **Cruise Payment Form or Cruise Multi-Payment Form**. All checks must be made payable to Prestige Travel Systems and sent to the agency.

You may not send checks directly to the cruise line. Also, the Florida Seller of Travel law prohibits you from taking checks for travel made payable to you personally or to your own company.

8. Generally, by the 2nd deposit due date, you will need to provide to the cruise line the names and information of all passengers sailing – “berth” your cabins. Refer to the **Cruise Client Information Form** you were using to track your group.
9. Also, by the 2nd deposit due date, all cabin requests require the appropriate amounts to be paid or the group booking is subject to being cancelled. Cabin requests not deposited may be released without notice. This action may result in the full cancellation of the group booking.

IMPORTANT: Insufficient deposit amount of the group will result in cancellation of your cabins. For example, if you hold 10 cabins but only 8 cabins have been deposited, all 10 cabins will be cancelled by the cruise line (because the total deposit amount on the group has not been met).

You must pay the required deposit amount of your group or release unsold cabins back to the cruise line to avoid any cancellations.

10. Recommend travel insurance. You can get travel insurance through the cruise line before or at final payment due date. You can get travel insurance with a 3rd party company such as Travel Insured at any time before sailing but check policies/coverage especially regarding pre-existing conditions.
11. Once final payment is made with the cruise line, you will need to complete and submit the **Cruise Group Summary Final Work Up** form. You may fax the form to 813-932-9650 or mail to Prestige Travel Systems.
12. If your group has been canceled, please notify us by completing and submitting the **Cancellation/Refund/Overpayment Form**.
13. If there will be any refunds to be made to passengers (i.e. individuals who may have paid prior to finalization but are canceling) or if any overpayments have been made, you will need to complete and submit the **Cancellation/Refund/Overpayment Form**.
14. If there are any changes to your cruise group, please complete and submit an updated **Cruise Group Summary Final Work Up** form.

Important Notes:

- It is your responsibility to ensure that all passenger names are spelled correctly and are full legal names (no nicknames) and their birthdates, gender, citizenship, cabin categories, dining requests, special requests, etc. are correct with the cruise line. Changes made on a booking may have a fee.
- Remember to inform your clients of the documentation requirements to sail. Encourage passengers to bring a passport as their form of I.D. Also, acceptable, is a government issued photo I.D. (driver's license) AND a certified or notarized copy of their birth certificate.
- Immigration is now asking for additional information on passengers prior to sailing. The required forms should be completed online. It is critical that the information be submitted to the cruise line, otherwise passengers may be denied boarding.
- You need to communicate to all passengers the cancellation penalties imposed by the cruise lines as well as by Prestige Travel. Check each individual cruise line cancellation policy as found in the cruise line brochure. Prestige Travel reserves the right to charge a \$50 per cabin cancellation fee, separate from any cruise line imposed penalties, if a booking is cancelled after final payment has been processed.
- As their agent, check if they need transfers or would like travel insurance.
- Keep in mind that the cruise lines will charge for name changes after finalization.

Please note: If you are an advanced level agent with Prestige Travel Systems (at the 50% or 60% level) or an XTP agent, you will receive your full commission share as long as you adhere to the Group Policies and Procedures.

HOTELS

The hospitality industry includes hotels, motels, resorts and bed and breakfast establishments, as well as youth hostels, pensions and resort condominiums. There are airport hotels/motels, downtown hotels, commercial hotels, country inns and convention hotels. Some hotels are individually owned, some are chain organizations, and some are franchises.

Hotels are classified by location, amenities and size with price ranges for every budget. You will need to familiarize yourself with a variety of data about the accommodation options available to your client in order to recommend the appropriate property.

CLASSES OF HOTELS

There are different classification systems throughout the world. In the United States, hotels are rated by guidebooks, hotel associations, and even by automobile clubs. A system used by many hotel references is the “star” system.

Star system:

- **Good or better than average** *
- **Very good** **
- **Excellent** ***
- **Outstanding** ****
- **One of the best in the country** *****

TYPES OF HOTELS

There is generally a direct correlation between the location of a hotel and its purpose. The types or kinds of hotels are generally listed as:

COMMERCIAL HOTELS - Centrally located in a city, suitable for business or leisure travelers.

CONVENTION HOTELS - Cater to business travelers, usually providing meeting space so they will not need to leave the property to conduct business. Convention hotels are usually first class to deluxe hotels.

AIRPORT HOTELS - Built for the business traveler who does not need to conduct business downtown and also for travelers departing on early morning flights. Most airport hotels are members of a major hotel chain.

ALL-SUITE HOTELS - Offer rooms that have separate sleeping and living areas. Many offer a kitchenette and are prevalent in resort areas. All-suite hotels may also be extended stay properties, intended for a stay of at least one week.

RESORT HOTELS - Provide a vacation in themselves. They are meant to attract travelers for a lengthy stay. Most resort hotels are first class or deluxe. The hotels may have facilities for dining, shopping, nightlife and activities such as golf, tennis, water sports, gambling, and more.

SPA RESORTS - These hotels/resorts emphasize health, diet and fitness. Many are built near mineral springs. Many spa resorts offer a seven-day program with a full schedule of exercise classes and full treatments.

ALL-INCLUSIVE RESORTS - Charge one basic rate for many amenities. Meals, entertainment, sports, educational classes, and water sports are usually included in the price. A popular example of an all-inclusive resort is a Sandals property.

BED AND BREAKFAST (B&B)- Appeal to travelers looking for a taste of the local life. They are usually small establishments emphasizing personal attention and offering individually decorated rooms. Usually, B & B's are individually owned and operated and most do not pay commission to travel agencies.

TYPES OF RATES

The standard, per day rate for a hotel room is known as the rack rate. The rack rate then can be discounted in multiple ways.

Each of these types of rates can apply to most of the kinds of room rates and to the classifications.

Group Rates - applies to group/block bookings

Corporate Rates - applies to employees of large companies

Negotiated Rates - applies to rates made by an agency for a client utilizing the rates "negotiated" with the property by the agent's consortium (i.e. Traveler Leaders Network)

Convention Rates - applies to individuals attending a meeting or convention

Day Rates - applies to use of a room for one day, or may be a late check-out rate

DEFINITIONS

Superior Deluxe

A property is an exclusive and expensive luxury hotel, offering the highest standards of service and facilities. It will provide elegant and luxurious public rooms and a prestigious address. Establishments in this category are among the world's top hotels.

Deluxe

A property is an outstanding property offering many of the same features as the Superior Deluxe, except in some cases (mainly in Europe). They may be less grand and offer more reasonable rates than the Superior Deluxe properties, yet, in many instances, are just as satisfactory. It would be safe to recommend these to non-discriminating clients.

Moderate

Deluxe hotel will qualifications. In some case, the hotel may be well-established with a famous name and depends heavily upon past reputation. In other cases, some accommodations or public areas may not be up to deluxe standards. If modern, the hotels may be heavily marketed to business clients. They may offer fine accommodations and public rooms with Deluxe standards in comfort, but may be lacking in atmosphere or personal service. They may also be overpriced. Recommend these with caution to fussy clients expecting full Deluxe facilities or those wanting much pampering.

Superior First-Class

A hotel that is an above average hotel. It may be an exceptionally well-maintained older hotel; or, more often, a superior modern hotel specifically designed for first class with some outstanding features. Accommodations and public areas are expected to be tastefully furnished and very comfortable. It may be a good value, especially if it is a commercial hotel. It may be recommended to average clients; and, in most cases, will satisfy the discriminating ones.

First class

Indicates an average, comfortable hotel. The majority of accommodations are good although some may be below First-Class standards. It may have some Deluxe rooms or suites; public areas are standard; usually there is nothing special. You may safely recommend it to average clients not expecting Deluxe facilities or special services. It should also be satisfactory for better groups.

Moderate First Class

A first-class establishment that is slightly below average. Generally, it has comfortable and simple accommodations are good although some may be below First-Class standards. Some desirable features may be lacking, such as an on-site restaurant. Some of the rooms or public areas may tend to be small and functional. Moderate first class is usually suitable for cost-conscious clients but should not be recommended to the fussy or demanding ones.

Superior Tourist Class

Primarily a budget property with mostly well-kept, functional accommodations. Some accommodations may be up to First Class standards, but public rooms may be relatively limited or non-existent. While it often provides just a place to sleep, it may have some charming or intimate features. It may provide good value and will satisfy clients on a budget.

Tourist Class

Strictly a budget operation with some facilities or features of Superior Tourist Class. Usually, there are no (or very few) First Class accommodations. It should not, under any circumstances, be recommended to fussy or discriminating clients. Recommend these properties with caution.

Moderate Tourist Class

Low budget operations and hotels/motels are often quite old and may not be well kept. These should be used only in a pinch if no others are available. Clients should always be cautioned with what to expect.

CAR RENTALS

The people of the western world are accustomed to the freedom, versatility, and convenience an automobile provides. Renting a vehicle where you do not have access to your own has become the norm. This enables your business client to arrange or rearrange appointments, meet commitments, carry simple cases and a change of clothing, etc. Your vacation traveler can explore, take side trips, make stops, and so on, at their leisure.

There are more than 5,000 car rental companies in the US with new ones forming yearly. The major companies are Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National, and Thrifty. Other well-known companies with assertive marketing programs include dollar, Alamo, Thrifty, and Enterprise.

FEATURES

You will need to know the features of car rentals and how they might be beneficial to any specific client.

When making a car rental recommendation, consider the following:

- **The amount of time the car will be used versus sitting idle**
- **The number of people traveling together. Rental fees apply per car, regardless of how many people may be traveling together**
- **The amount of luggage space needed; a trunk provides room for luggage and business supplies.**

REQUIREMENTS

Your domestic car rental client must meet the following: age, credit worthiness, and personal responsibility requirements to rent a vehicle:

- **Minimum 18 or 25 years of age (check with the car rental company)**
- **Must have a valid driver's license**
- **Must have a major credit card. Debit cards are usually NOT accepted.**

CAR TYPE

Because each client's needs are unique, car rental firms provide multiple makes and models of vehicles; as well as specifically equipped models like those for the handicapped traveler and recreational vehicles. Many firms provide charts showing which cars are available within each class. The following list provides examples of some basic classes of rental cars:

- **Luxury Car-** expensive, deluxe models
- **Standard or Full Size-** can seat four passengers comfortably
- **Intermediate or Mid-Size-** suitable for three or four passengers for a short distance
- **Compact Car-** smaller size car; may have fewer amenities than an intermediate
- **Subcompact Car-** suitable for one or two passengers; few options/amenities

CAR TYPE CODES

The car type codes have been standardized. A *partial* list of codes is shown here (you will not more car types listed than the four basic types listed above):

- **EMAN** **Economy, Manual**
- **ECAR** **Economy (sub-compact)**
- **CCAR** **Compact**
- **ICAR** **Intermediate (mid-size)**
- **SCAR** **Standard (full-size)**
- **LCAR** **Luxury**
- **SWGN** **Station Wagon**
- **CWGN** **Compact Station Wagon**
- **IWGN** **Intermediate Station Wagon**
- **MVAR** **Mini Van**

CAR COMPANY CODES

Most car companies are included in the database of the various computer reservations systems and are assigned two-letter codes similar to the two-letter coding of the airlines.

The codes for the companies listed at the beginning of this section are:

- **Alamo** **AL**
- **Avis** **ZI**
- **Budget** **ZD**
- **Dollar** **ZR**
- **Enterprise** **ET**
- **Hertz** **ZE**
- **National** **ZL**
- **Thrifty** **ZT**

RATES

The rates vary according to the size of the car and do not normally include gas, taxes, or charges for extra services.

Many offer the following types of rates:

- **Daily**- charged by the day, often with an added amount for mileage; most cars have unlimited mileage
- **Weekly/Weekend Special**- usually a discount for weekends or holidays might also include an unlimited mileage provision
- **Corporate**- a discount rate arranged for employees of companies with a high rental volume

LOCATION

Car rental companies can be located at the airport, downtown, and even in the suburban locations but most of the business is conducted at the airport. Some firms maintain off-airport facilities with free shuttle service from the airport to their rental office.

ADDITIONAL CHARGES

The rates quoted by the car type do not normally include:

- **Drop-off charges** - The client that must pick up the car at one location or city and drop it off at another, will normally pay a drop-off charge for the service.
- **Gas** - The client will be provided a car with a full tank of gas and must return the car with a full tank or pay an extra charge to have the tank filled with gas (generally at an inflated rate).
- **Insurance** - The normal liability coverage is included in the rental agreement, with additional costs. However, the client will be given the option to take out personal accident insurance. Most clients are already covered by their own health and accident insurance.
- **Collision Damage Waiver (CDW)** - The car rental company will offer the client CDW. It is not insurance but it does relieve the client of their liability for an initial amount of damage.
- **Lost Keys** - The client will pay a fee if they lose the car keys.

HOTELS AND CAR RENTALS

HOTELS AND/OR CAR QUOTES AND RESERVATIONS

It is important to know your client's needs and preferences when making hotel or car reservations. You should use the **Shop Around Form** (found in the Supplement Guide) and/or the **Hotel or Car Rental Booking Forms** found in the preceding pages when you speak with your clients for the first time about their reservations.

Once you have gathered the necessary information, there are several methods for you to use to obtain hotel and/or car quotes and reservations for your client.

1. Research and book on Expedia TAAP, <https://www.expedia.com/TAAP-Info>.
2. Visit hotel or car companies' websites directly. **IMPORTANT NOTE: Do not book on a supplier's website if there is not a section for travel agents to enter our Agency's ARC/IATA number. Without notation of our ARC/IATA number, the supplier cannot pay commissions for the online booking so no commissions will be received.**
3. Go to www.hometravelagent.com, click on the Reservations Tab then click on Hotels or Cars on the menu on the right-hand side. Hotel and car links are available for individual suppliers.
4. Call the hotel or car companies directly. Hotel & car companies generally have toll free numbers for their reservation centers or you can call the hotel or car companies directly. Always identify yourself as an agent with Prestige Travel Systems.

Booking on Expedia TAAP

We have added the Expedia Travel Agent Affiliate Program as a supplier for our agency. Expedia TAAP allows us to earn commissions on Expedia hotel & car bookings for our clients. You will need to have an Expedia TAAP account associated with our travel agency to receive commissions.

Expedia TAAP is a great resource to start with if your client does not know what hotel they would like to stay at in a particular city or location. Expedia TAAP will list all the hotels available in the location that you choose and allow you to narrow down the choices for your client. Once you have narrowed down the hotel that your client would like to stay, you should check the other booking resources available above to see what the best price and value is for your client.

Although Expedia TAAP is available for reservations, your focus should be on our preferred suppliers. Expedia TAAP should only be used for price match situations. Commissions earned with our preferred suppliers often times are higher than what Expedia TAAP offers.

To create an Expedia TAAP account:

1. Go to <https://www.expedia.com/TAAP-Agent?key=a3072c2e-c677-4b77-9534-3bcba70025d9>

2. **Create an Expedia TAAP account**
3. **Start booking!**

Once your reservation is confirmed, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.

Provide your client with a copy of the Expedia Itinerary and notify your clients to have it with them upon check in of the hotel or when picking up their car rental. If payment was made in advance the Expedia Itinerary will confirm the purchase (advanced payment).

Please make sure to submit an Expedia Booking Form for any reservation made through this system.

Please note that there are no commissions or service fees built into the air-only engine for Expedia but it does allow you to book the airfare.

IMPORTANT: If you add a hotel to the air booking during the reservation process it is considered a package and you can earn commission based on the information below.

Expedia TAAP Commission Structure:

Commissionable Items	Commission Level
Premium Plus Hotels	13%
Premium Hotels	11%
Basic Plus Hotels	9%
Basic Hotels	3%
Cruises	0%
Flight Only	0%
Packages with 3+ hotel nights	6%
Packages with 1-2 hotel nights	3%
Car Rental	7.5%
Activities & Attractions	11.5%

IMPORTANT: Although we do provide a consumer booking engine on GoPrestigeTravel.com and the Agent Websites, as an agent you should always use the Expedia TAAP account for Expedia reservations as the commissions are lower on the consumer booking engines.

Please note: We would like to remind all agents that your focus should still be on our Preferred Suppliers. Expedia should be used on client requests or price match situations. Often times commissions earned with our Preferred Suppliers are higher than what Expedia offers.

Booking on www.HomeTravelAgent.com

You have access to car rental and hotel company links on our Agent Only Internet Portal, www.hometravelagent.com.

1. You may use the hotel and car links provided on www.hometravelagent.com Reservation Tab. Make sure that you are in the travel agent area by entering the required information (normally IATA/ARC number) or are prompted for an IATA/ARC number during the reservation process. It is mandatory to send Prestige Travel Systems a Hotel Booking Form and/or Car Rental Booking Form if a reservation is confirmed on a supplier's website.
2. Once your reservation is confirmed, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.
3. For any changes or cancellations made on a hotel or car rental booking, please contact the supplier directly and submit a new Hotel Booking Form and/or Car Rental Booking Form indicating the changes.

Calling the Hotel and Car Companies directly

- You can find toll free numbers for hotel and car companies via the internet. Remember to utilize the Toll-Free Directory number – 800-555-1212.
- When you call hotel or car companies, you must identify yourself as an agent with Prestige Travel Systems and provide the reservation agent with our ARC/IATA number. Make sure the reservation agent records the Agency's ARC/IATA number for commission payment purposes. They may not always ask for one, so please be sure you give it to them and that it is noted in the record.
- Ask for the best rate or if there are any promotional rates, weekend rates, Travel Leaders Group rate, CCRA rate, or Thor rate.
- If you are requesting a member rate for your clients such as AAA, government rate, etc., these rates may not be commissionable. Please ask the supplier to confirm if the rates provided is commissionable.
- Once your reservation is confirmed, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.
- Submit a fully completed **Hotel Booking Form** and/or **Car Rental Booking Form** to Prestige Travel Systems as soon as you have confirmed the reservation. By submitting the Worksheets, we will know what booking you have made with a hotel or car company and when the commission payment comes in from the supplier, we will know which agent

to apply the credit for the sale. If booking forms are not submitted or submitted after the travel date, we cannot credit you for the sale and no commission can be paid.

- For any changes or cancellations made on a hotel or car rental booking, please contact the supplier directly and submit a **Hotel Booking Form** and/or **Car Rental Booking Form** indicating the changes.
- Prestige Travel Systems does not prepare individual invoices for either hotel or car reservations. If your clients would like a record of confirmation, please use the Hotel or Car Itinerary Form for them, which can be found in the following pages.

Using the Hotel or Car Companies' Websites

You may research and book hotel or car reservations on the supplier's website. Make sure that you are in the travel agent area by entering the required information (normally IATA/ARC number) or are prompted for an IATA/ARC number during the reservation process. It is mandatory to send Prestige Travel Systems a **Hotel Booking Form** and/or **Car Rental Booking Form** if a reservation is confirmed on the supplier's website.

Once your reservation is confirmed, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.

For any changes or cancellations made on a hotel or car rental booking, please contact the supplier directly and submit a new **Hotel Booking Form** and/or **Car Rental Booking Form** indicating the changes.

HOTEL INFORMATION GUIDE

THINGS TO KNOW BEFORE YOU CALL

1. Travel city/location of the property – near airport, on the beach, downtown, etc.
2. Name of the property if client has a preference.
3. Check in date and length of stay.
4. Check out date.
5. The number of people traveling, their names and ages at time of travel.
6. The number of rooms needed.
7. The type of room requested – pool view, oceanfront, nonsmoking, double bed, etc.
8. Client's corporate number or club membership if applicable i.e. AARP, AAA, AMA.
9. Client's credit card/expiration date and billing information to guarantee room.
10. Meal plan if desired.
11. Transfers – shuttle service if needed.
12. Preferred budget per night.

THINGS TO DOCUMENT & ASK

1. Ask for the best rate or if there are any promotional rates, weekend rates, Travel Leaders Group rate, CCRA rate, or Thor rate.
2. Reservation Agent's Name.
3. Confirmation number.
4. Hotel chain and property location, including address and phone number.
5. Room rate, hotel taxes, resort fees, etc. Verify that it is a commissionable rate.
6. Cancellation policies/penalties or "no show" policy.

HOTEL RESERVATION SAMPLE SCRIPT

- YOU:** Hi, my name is Molly Roberts with Prestige Travel Systems. I'm checking availability at your St. Louis Airport property for two people on June 20 for two nights, checking out on June 22. They would like a double, non-smoking room, please.
- HOTEL AGENT:** We do have availability for those dates. Does your client have a corporate number?
- YOU:** No, but they would like the least expensive room with a king bed. Do you have any special promotional rates being offered at this time?
- HOTEL AGENT:** Yes, we do have a special "Summer Fun" rate for a standard room for \$65 per night. Would you like me to book that for you?
- YOU:** Yes, thank you. My travel agency's ARC/IATA number is 10709311.
- HOTEL AGENT:** Your agency is Prestige Travel Systems, located at 2803 W Busch Boulevard, Suite 100, Tampa, FL 33618.
- YOU:** That is correct. What commission is paid on this booking?
- HOTEL AGENT:** We pay 10% of the room rate. May I have the last name of your client? Will they be arriving prior to 4 p.m. on the date of arrival, or will they be guaranteeing the room?
- YOU:** The last name is Williams, Jonathan and Bernice. They will need to guarantee the room to their credit card because they will not be arriving until after 8:00 p.m. Their credit card number is _____ and the expiration date is _____.
- HOTEL AGENT:** Ok, we have Mr. And Mrs. Williams checking in on June 20 and checking out on June 22, one non-smoking double room with a king size bed at the promotional rate of \$65.00 per night. The room is guaranteed for late arrival. Should your clients need to cancel, they must do so before 6 pm the day of arrival to avoid billing to their credit card. Your confirmation number is _____.
- YOU:** Do you have shuttle service from the airport to your hotel? Thank you for your assistance.

CAR INFORMATION GUIDE

THINGS TO KNOW BEFORE YOU CALL

1. Travel city/location of where car is to be picked up. If your clients are picking up a car after they arrive on a flight at an airport, it is best to choose a car rental company which has an airport location – not an “off terminal” location. Also, large car rental companies often have several locations in large metropolitan areas.
2. The size/type of car your client desires i.e. compact, standard, luxury.
3. Pick up date & time.
4. Airline & flight number, if applicable.
5. Length of car rental – drop off date and time.
6. Drop off city if different from pick up city. Additional drop off fee may apply.
7. Mileage i.e. unlimited.
8. Client’s corporate number or club membership if applicable i.e. AARP, AAA, AMA.

THINGS TO DOCUMENT & ASK

1. Reservation Agent’s Name.
2. Confirmation number.
3. Car rental pick up location, including address and phone number.
4. Room rate, hotel taxes, resort fees, etc.
5. Cancellation policies/penalties or “no show” policy.

CAR RESERVATION SAMPLE SCRIPT

- YOU:** Hi, my name is Molly Roberts with Prestige Travel Systems. I'm checking availability for a standard car for pick up from your St. Louis, Missouri airport location June 20 for two days, returning on June 22. They are members of AARP.
- CAR AGENT:** We do have cars available on those dates and we are able to offer a 10% discount with their AARP membership. The daily rate with unlimited mileage is \$42.50 plus taxes and insurance, if desired.
- YOU:** I would like to reserve a car for my clients. Do you have non-smoking cars available?
- CAR AGENT:** Yes, we do have non-smoking cars and I will put that request in the record. What time of day will your clients be picking up their car on the 20th and returning on the 22nd?
- YOU:** They will arrive on Delta Flight # 1459 at 10:15 a.m. on the 20th and will be returning the car on the 22nd around 8:00 a.m. I want to make sure that you have my travel agency's ARC/IATA number in the record. That number is 10709311.
- CAR AGENT:** Your agency is Prestige Travel Systems, located at 2803 W Busch Boulevard, Suite 100, Tampa, FL 33618.
- YOU:** That is correct. What commission is paid on this booking?
- CAR AGENT:** We pay 10%. May I have your client's last name?
- YOU:** The last name is Williams, Jonathan and Bernice.
- CAR AGENT:** Ok, we have Mr. And Mrs. Williams picking up a standard size, non-smoking car from our St. Louis airport terminal location on June 20 approximately 10:00 a.m. and will return the car at 8:00 a.m. on June 22. The daily rate is \$42.50 with unlimited miles, plus any additional taxes.
- YOU:** Thank you for your assistance.

NOTES

HOW TO SELECT AN AIRLINE

Choosing an Airline

The primary reasons that should be taken into consideration when recommending an airline are:

- **Reputation for on time service**
- **General reputation**

Basic Airline Industry Information

You will soon become aware that change is an integral part of the travel and tourism industries. Changes have accelerated in the airline industry since the de-regulation process started in 1978. With protective fare structure of the regulated era removed, the fare wars and marketing strategies have resulted in many carriers going out of business. Many other carriers have undergone mergers and buy-outs.

Certified Carriers/Scheduled Airlines

At this time, some of the major airlines in the United States include:

- **American Airlines**
- **Delta Air Lines**
- **JetBlue Airways**
- **Southwest Airlines**
- **United Airlines**

You will hear these larger airlines referred to as “trunk carriers”, a carryover from the regulations era. The next sized carriers were previously referred to as “regional carriers” as they traditionally served specific regions of the country. The smallest commuter air carriers are designated as “certified carriers.”

Scheduled Intra-State Air Carriers

Charter Carriers

In addition to the scheduled carriers, there are also charter airlines operating both in the united states and overseas. Charter carriers offer “no frills service” and operate under different regulations. Airplanes may be chartered either from airlines that also offer scheduled service or from a charter company. Smaller carriers often offer taxi service into smaller locations.

Dual Designated Carriers

As you become more familiar with the flight numbering system, you will notice that one or more small airlines share the two-letter airline code of a major carrier. The major carrier owns and operates a major airline reservation system. These are marketing agreements that provide the smaller carrier the advantages of automation, as well as provide the larger carrier with

additional connecting passengers. For example, UA is the two letter carrier code for United Airlines and UA is also the carrier code for United Express. Furthermore, the flight numbers for United Airlines might be from 1 to 2999, and the flight numbers for United Express from 3000 to 5799.

Airfare Rules

Each airline fare has its own set of rules that must be totally adhered to or the Agency will be charged for the fare that is applicable to how the ticket was issued.

Least Expensive/Low Priced

Most domestic low-priced fares require the reservation be made 7, 14, or 21 days in advance; a Saturday night stay (thereby eliminating most business people); and be ticketed within 24 hours of the booking or 7, 14, or 21 days in advance, whichever comes first. That means the ticket must be ticketed by the Agency on the day you book it, or at the latest, the next day (unless the next day is LESS than the advance purchase time required). Please remind your clients that a fare is not guaranteed unless a ticket is issued. A reservation DOES NOT guarantee the fare. The majority of airfare changes take place after hours, making most fare quotes good for at least the day it was booked.

Another important thing to remember about low-priced fares is that most are non-refundable. Once a ticket is issued, it cannot be refunded.

One more issue to consider is the exchangeability of low priced fare tickets. Generally, for a fee of \$50 to \$75 a ticket may be changed. However, once a change is made, the ticket must be exchanged and reticketed under the 24-hour rule. We cannot release exchange tickets until the old tickets are received; there are no exceptions. Sometimes, tickets can be exchanged with the airline directly.

Boarding Passes

Most airlines allow passengers to print their own boarding passes by going onto their official airline website 24-48 hours prior to flight departure.

AIRLINE CODES

Aerolineas Argentina	AR
Aero Mexico	AM
Air Canada	AC
Air France	AF
Air Jamaica	JM
Air New Zealand	NZ
Air Tran	FL
Alaska Air	AS
Aloha Airlines	AQ
American Airlines	AA
Avianca	AV
British Airways	BA
Cathay Pacific	CX
Cayman Airways	KX
China Airways	CI
Continental Airlines	CO
Delta Airlines	DL
Finnair	AY
Hawaiian Airlines	HA
IBERIA	IB
Icelandair	FI
Japan Airlines	JL
KLM-Royal Dutch Airlines	KL
Korean Air	KE
Lacsa	LR
Lan Chile	LA
Lufthansa	LH
Northwest	NW
Qantas Airways	QF
Royal Air Maroc	AT
Scandinavian	SK
Singapore	SQ
Spirit	NK
Southwest	WN
Swissair	LX
Thai Airways	TG
United Airlines	UA
US Airways	US
Virgin Atlantic Airways	VS

Class Designer

A	First Class (Propeller Equipment)
B	Economy Excursion with Restriction
C	Business Class
F	First Class

- K Thrift/Commuter
Domestic U.S. Economy
- S One Class/Standard Class
- T Tourist/Economy Class
- Y Coach/Economy/Tourist Class
- U Standby (unreserved)

Season Designator

- H High Season or Peak Season
- L Low Season, Off Peak or Off Season

Week Designator

- W Weekend
- X Mid Week

MAJOR U.S. AIRPORT CODES

AL	Alabama	Birmingham Montgomery	BHM MGM
AK	Alaska	Anchorage Juneau	ANC JNU
AZ	Arizona	Flagstaff Phoenix Tucson	FLG PHX TUS
AR	Arkansas	Little Rock	LIT
CA	California	Burbank Fresno Long Beach Los Angeles Oakland Ontario Palm Springs San Diego San Francisco Santa Ana Santa Barbara Santa Rosa	BUR FAT LGB LAX OAK ONT PSP SAN SFO SNA SBA STS
CO	Colorado	Colorado Springs Denver Grand Junction	COS DEN GJT
CT	Connecticut	Hartford	BDL
DE	Delaware	Wilmington	PHL
FL	Florida	Daytona Beach Fort Lauderdale Jacksonville Miami Orlando Tampa West Palm Beach	DAY FLL JAX MIA MCO TPA PBI
GA	Georgia	Atlanta Augusta Savannah	ATL AGS SAV
HI	Hawaii	Hilo, Hawaii	ITO

		Honolulu, Oahu Kahului, Maui Kona, Hawaii Lihue, Kauai	HNL OGG KOA LIH
ID	Idaho	Boise Lewiston	BOI LWS
IL	Illinois	Bloomington Chicago- O'Hare Chicago- Midway Peoria Rockford	BMI ORD MDW PIA RFD
IN	Indiana	Indianapolis South Bend	IND SBN
IA	Iowa	Cedar Rapids Des Moines	CID DSM
KS	Kansas	Kansas City Wichita	MCI ICT
KY	Kentucky	Lexington Louisville	LEX SDF
LA	Louisiana	Alexandria Baton Rouge Monroe New Orleans Shreveport	ESF BTR MLU MSY SHV
ME	Maine	Bangor Portland	BGR PDM
MD	Maryland	Baltimore	BWI
MA	Massachusetts	Boston	BOS
MI	Michigan	Detroit Detroit- Wayne Co. Lansing	DET DTW LAN
MN	Minnesota	St. Paul/Minneapolis	MSP
MS	Mississippi	Biloxi Jackson	GPT JAN
MO	Missouri	Kansas City St. Louis	MCI STL

MT	Montana	Billings	BIL
NE	Nebraska	Lincoln Omaha	LNK OMA
NV	Nevada	Las Vegas Laughlin Reno	LAS BHC RNO
NH	New Hampshire	Manchester	MHT
NJ	New Jersey	Newark	EWR
NY	New York	Buffalo John F. Kennedy La Guardia Westchester County	BUF JFK LGA HPN
NM	New Mexico	Albuquerque Santa Fe	ABQ SAF
NC	North Carolina	Asheville Charlotte Greensboro Raleigh-Durham	AVL CLT GSO RDU
ND	North Dakota	Bismarck Grand Forks	BIS GFK
OH	Ohio	Cincinnati Cleveland Columbus	CVG CLE CMH
OK	Oklahoma	Oklahoma City Tulsa	OKC TUL
OR	Oregon	Portland	PDX
PA	Pennsylvania	Philadelphia Pittsburg	PHL PIT
RI	Rhode Island	Providence	PVD
SC	South Carolina	Charleston Columbia Greenville	CHS CAE GSP
SD	South Dakota	Pierre	PIR

		Rapid City	RAP
TN	Tennessee	Knoxville Memphis Nashville	TYS MEM BNA
TX	Texas	Abilene Austin Dallas/Fort Worth Dallas/Lovefield El Paso Houston/Hobby Houston/Intercontinental San Antonio	ABI AUS DFW DAL ELP HOU IAH SAT
UT	Utah	Salt Lake City	SLC
VT	Vermont	Burlington	BTV
VA	Virginia	Norfolk Richmond Roanoke	ORF RIC ROA
WA	Washington	Seattle/Tacoma Spokane	SEA GEG
	Washington, D.C.	National Dulles International	DCA IAD
WV	West Virginia	Charleston Huntington	CRW HTS
WI	Wisconsin	Milwaukee Green Bay	MKE GRB
WY	Wyoming	Cheyenne Casper	CYS CPR

MAJOR NORTH AMERICAN AIRPORT CODES

Excluding U.S.A.

Canada

AB	Alberta	Calgary	YYC
		Edmonton	YEG
BC	British Columbia	Vancouver	YVR
ON	Ontario	Toronto	YYZ
PQ	Quebec	Montreal	YUL
		Quebec	YQB
		Ottawa	YOW
MB	Manitoba	Winnipeg	YWG
SK	Saskatchewan	Regina	YQR
NS	Nova Scotia	Halifax	YHZ

Mexico

ACA	Acapulco	Cancun	CUN
CZM	Cozumel	La Paz	LAP
MEX	Mexico City	Mazatlán	MZT
PVR	Puerto Vallarta	Cabo San Lucas	SJD
ZIH	Zihuantanejo		

The Caribbean and Bahamas

Bahamas	Freeport	FPO
	Nassau	NAS
Barbados	Bridgetown	BGI
Bermuda	Hamilton	BDA
Anguilla	Wallblake	AXA
Cayman Islands	Cayman Brac	CYB
	Grand Cayman	GCM

	Little Cayman	LYB
Cuba	Havana	HAV
Dominican Republic	Santa Domingo	SDQ
Haiti	Port-Au-Prince	PAP
Jamaica	Kingston Montego Bay	KIN MJB
Puerto Rico	San Juan	SJU
British Virgin Islands	Aneganda Island Virgin Gorda Tortola	NGD VIG ELS
Antigua		ANU
Barbuda		BBQ
Martinique	Fort-de-France	FDJ
Netherlands Antilles	Aruba Bonaire Curacao Dominica Saba St. Maarten/Martin	AUA BON CUR DCF SAB SXM
Grenada	St. Georges	GND
St. Barthelemy		SBH
St. Eustatius		EUX
St. Kitts		SKB
St. Lucia		SLU
St. Vincent	The Grenadines	SVD
Trinidad & Tobago	Port of Spain	POS
U.S. Virgin Islands	St. Croix St. Thomas	STX STT

MAJOR INTERNATIONAL AIRPORTS WORLDWIDE

Excluding North America

Amsterdam	AMS	Moscow, Russia	SVO
Athens, Greece	ATH	Munich, Germany	MUC
Auckland, New Zealand	AKL	Nadi, Fiji	NAN
Bangkok, Thailand	BKK	Nairobi, Kenya	NBO
Beijing, China	PEK	Narita, Tokyo	
Belgrade, Yugoslavia	BEG	Japan	NRT
Bombay, India	BOM	New Delhi, India	DEL
Brussels, Belgium	BRU	Orly, Paris	
Budapest, Hungary	BUD	France	ORY
Buenos Aires, Argentina	BUE	Oslo, Norway	
Cairo, Egypt	CAI	(Fornebu)	OSL
Capetown, S Africa	CPT	Oslo, Norway	
Casa Blanca, Morocco	CAS	(Gardermoen)	GEN
Chas De Gaulle, Paris		Pago Pago, Samoa	PPG
France	CDG	Papeete, Tahiti	PPT
Copenhagen, Denmark	CPH	Pretoria, So. Africa	PRY
Denpasar, Bali	DPS	Rome, Italy	FCO
Dubrovnik, Croatia	DBV	Seoul, South Korea	SEL
Frankfurt, Germany	FRA	Shannon, Ireland	SNN
Gatwick, London		Stockholm, Sweden	
England	LGW	(Arlanda)	ARN
Gibraltar	GIB	Stockholm, Sweden	
Haneda, Tokyo		(Broma)	BMA
Japan	HND	Sydney, Australia	SYD
Heathrow, London		Tel Aviv, Israel	TLV
England	LHR	Venice, Italy	VCE
Helsinki, Finland	HEL	Vienna Austria	VIE
Hong Kong, China	HKG	Zurich, Switzerland	ZRH
Istanbul, Turkey	IST		
Jakarta, Java			
Indonesia	JKT		
Johannesburg			
South Africa	JNB		
Lima, Peru	LIM		
Lisbon, Portugal	LIS		
Luxembourg	LUX		
Madrid, Spain	MAD		

These codes are subject to change so we recommend that you always verify its accuracy online.

AIRLINES

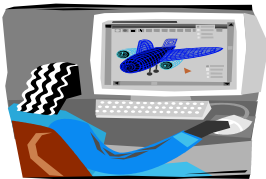
AIRLINE FARE QUOTES AND RESERVATIONS

There are several methods for you to use to obtain airline fare quotes and reservations for your clients.

1. Go to www.hometravelagent.com, which is our Agent Only Portal and click on the Reservations Tab then click on Air on the menu on the right-hand side.
2. Research and book on Expedia TAAP, <https://www.expedia.com/TAAP-Info>. No commission is paid on Air Only reservations made on Expedia TAAP or Expedia booking engine on www.goprestigetrip.com. You must add a service fee if you would like to earn money on air only bookings.
3. Subscribe to Prestige Travel's NetAdvantage Program. As a NetAdvantage Program subscriber, you will be able to access Air Consolidators travel agent only websites directly.
4. Call the Prestige Travel Systems Reservations Center directly at 800-359-0517 or 813-289-7772.

IMPORTANT NOTE: Do not book air reservations through ANY websites except for what is referenced above. NO COMMISSION can be paid to you on reservations made through an airline's website, or other sites such as Travelocity, Orbitz, etc. When calling directly to an airline, you must NOT reference the call or booking to Prestige Travel. **Do NOT give the airlines Prestige Travel's name or IATAN/ARC number.**

Booking on www.hometravelagent.com



On www.hometravelagent.com, you will have access to fare quotes for your clients 7 days a week/24 hours a day through FareBuzz. It is not mandatory to send Prestige Travel an Air Reservation Worksheet since you are prompted to enter your Preferred Customer ID (your agent id number). It is important that your Agent ID number (referred to as Preferred Customer ID Number) is properly placed in the reservation.

Booking on [Expedia TAAP](https://www.expedia.com/TAAP)

Create an Expedia TAAP account:

1. Go to <https://www.expedia.com/TAAP-Agent?key=a3072c2e-c677-4b77-9534-3bcba70025d9>
2. Create an Expedia TAAP account
3. Start booking!

Please note that there are no commissions or service fees built into the Air Only booking engine for Expedia but it does allow you to book the airfare.

IMPORTANT: *If you add a hotel to the air booking during the reservation process it is considered a package and you can earn commission based on the information below.*

To add a service fee to Air Only reservation:

Once you have your desired itinerary and pricing, add a \$20.00 per ticket service fee to the airfare amount before you quote your client. If your client agrees with the itinerary and the total pricing including the service fee, you may book the air reservations directly on Expedia TAAP.

The \$20.00 service fee will be charged separately through Prestige Travel Systems so you will need to complete an **Air Reservation Worksheet** indicating that a service fee needs to be charged. The service fee will display on your client's credit card statement as Prestige Travel Systems and is a separate charge from their air reservation.

Expedia Commission Structure:

Commissionable Items	Commission Level
Premium Plus Hotels	13%
Premium Hotels	11%
Basic Plus Hotels	9%
Basic Hotels	3%
Cruises	0%
Flight Only	0%
Packages with 3+ hotel nights	6%
Packages with 1-2 hotel nights	3%
Car Rental	7.5%
Activities & Attractions	11.5%

Booking through the NetAdvantage Program

If you are a subscriber to the Prestige NetAdvantage Program, you will have access to fare quotes for your clients 7 days a week/24 hours a day. (NetAdvantage subscribers receive a detailed instructional guide for using the programs upon activation of the subscription.)

Submit to Prestige Travel a fully completed **Air Reservation Worksheet** if a reservation is confirmed on an Air/Consolidator's agent only website. Please review the Consolidator section for further instructions on working with Consolidators.

It is mandatory to have a signed **Credit Card Authorization** from your client(s) for any sale over \$250 on one credit card. You do not have to submit the **Credit Card Authorization** to Prestige Travel but you must be able to provide Prestige Travel with one if requested. After payment has been made with the tour company, you must black out all digits of the credit card

except the first 4 digits, the last 4 digits and the expiration date on the form and keep for your records.

Calling the Prestige Travel Systems Reservations Center



You may call Prestige Travel directly for assistance with a reservation 9:00 a.m. to 6:30 p.m. (Eastern) Monday through Friday at 800-359-0517 or 813-289-7772. Identify yourself as a network agent with Prestige and you will be transferred to a Prestige Agent. Make note of the name of the Prestige Agent you are speaking with and then provide your name and agent ID number. Once you begin work on a quote/reservation for your client you should continue to communicate with the same Prestige Agent each time you call to avoid any duplication of effort. A service fee will be added to the quote of the air fare.

If Prestige Travel books your airline reservation for you, you will not be required to send in an Air Reservation Worksheet but a Credit Card Authorization must be submitted if the sale is over \$250 on one credit card.

Please note: When searching for International Airfare, lower rates may be found through Consolidators. Please review the Consolidator section for additional information. For group, meeting, and convention air bookings, please contact the Prestige Travel Reservations Center.

EXCEPTIONS TO THE ABOVE PROCEDURES

Booking with Offline Carriers

There are a few airlines that provide “ticketless” transactions. A “ticketless” transaction means that your client only needs a confirmation number to travel and no paper ticket or document is issued. We refer to these airlines as offline carriers and currently the list includes AirTran, Southwest, and Spirit.

IMPORTANT: When you are on an airlines’ website or calling directly to the airlines, **you do not reference the booking to Prestige Travel Systems or provide the agency’s IATA/ARC number** since no commission is paid to the agency.

Procedures for offline carriers are listed below.

First, use the airlines’ consumer site for pricing and itinerary information or call the airlines directly. Once you have your desired itinerary and pricing, add a \$20.00 per ticket service fee to the airfare amount before you quote your client. If your client agrees with the itinerary and the total pricing including the service fee, you may book it directly with the airline. The \$20.00 service fee will be charged separately through Prestige Travel Systems so you will need to complete an Air Reservation Worksheet indicating that a service fee needs to be charged.

Once your reservation is confirmed, please review the supplier confirmation for accuracy. Fees may apply for any changes made on your reservation.

AIRLINE TICKETING SERVICE FEES

Service Fees are as follows:

SERVICE FEE CLIENT PAYS	AIR TICKET TYPE/BOOKING PROCEDURE	YOU EARN
\$20.00	For Domestic Air Tickets called and booked directly with Prestige Reservation Center.	All Agent Levels \$8.00 per ticket
\$30.00	For all International Air Tickets called and booked directly with Prestige Reservation Center.	All Agent Levels \$10.00 per ticket
\$20.00	For each "offline carrier" i.e. AirTran, Southwest, Spirit Air Ticket and Expedia TAAP air bookings.	All Agent Levels \$8.00 per ticket
Included in fare price	For each Domestic or International Air Tickets booked via FareBuzz through www.hometravelagent.com .	All Agents receive their share of commission based on their levels.

Air Quick Tips

1. You must collect the following information for each passenger before you can confirm a flight:
 - A. Full legal name as it appears on the government issued photo ID that will be used at time of travel (no nicknames)
 - B. Date of birth
 - C. Gender
2. Keep a passenger profile (included in the Supplemental Resource Info Guide) on each of your clients. This ensures that you will have all necessary information on hand such as – special needs, seat preference, frequent flyer numbers, and even passport numbers.
3. When sending in an Air Reservation Worksheet, complete all information – full names, credit card information, and correct airline flight numbers with times. This will assist the Prestige Agent in securing an accurate reservation.
4. If you have already researched air fares or if your clients have a quote from another source and you know what you need to book, provide the information you have obtained including airline, flight number, travel dates, flight times, fare and ticketing deadline to the Prestige Agent IMMEDIATELY. This will save time for everyone involved.
5. If you have not researched airfares and availability, let the Prestige Agent know you need assistance with locating an airfare. Provide the Prestige Agent with the date of departure with departure & destination cities, date of return with departure & destination cities, seating preferences, preferred airline, assistance requirements, etc.
6. If you prefer to fax in your request for airfare assistance, complete the Air Reservation Worksheet and fax to the agency. Be sure to note who you wish us to contact with the quote and include a contact phone number.
7. Be professional and courteous. Remember to cancel all reservations you have put on hold which are not going to be ticketed.

IMPORTANT NOTES

Due to heightened security, your clients must provide a valid government issued photo ID at time of check-in. The name on the airline reservation and ticket MUST match the name on the passenger's photo identification. Passengers may be denied boarding if the names do not match.

For domestic travel, your clients may use their driver's license or state issued photo ID.

For international travel, clients are required to provide a valid passport and in some cases, a visa. Be sure to advise your clients to check with the appropriate consulate regarding entry requirements.

Your clients must allow enough time to check-in and pass through all security checkpoints (at least 2 hours for domestic flights and 3 hours for international flights). Certain airports may require additional time, so be sure to advise your clients to check with their airline directly.

Baggage Fees - Most airlines charge a fee for checked baggage. Be sure to advise your clients to contact the airline for approved carry-on items and procedures as well as for baggage allowances and fees. We recommend that your clients reconfirm their flight reservations at least 24 hours prior to their domestic flights and 72 hours prior to their international flights.

In addition, be sure to advise your clients at the time of quoting that Federal law forbids the carriage of hazardous materials aboard aircraft in their luggage or on their person. A violation can result in five years' imprisonment and penalties of \$250,000 or more (49 U.S.C. 5124). Hazardous materials include explosives, compressed gases, flammable liquids and solids, oxidizers, poisons, corrosives and radioactive materials. Your clients can visit www.FAA.gov for more information.

Keep informed – check our websites, read online newsletters, and open all emails from Prestige Travel. You can be assured of many changes in the industry. Keeping your clients informed on travel procedures is an important part of the job of a travel agent.

AIR INFORMATION GUIDE

THINGS TO KNOW BEFORE YOU CALL

1. The number of people traveling and their full names as they appear on their photo ID such as driver's license (or passport, if traveling internationally).
2. Ages of travelers at time of travel (date of birth).
3. Gender.
4. Telephone contact numbers.
5. Date of departure and from which city, including alternative dates.
6. Destination.
7. Date of return and city, including alternative dates.
8. Preferred carriers (if any).
9. Seat type requested (window/aisle).
10. Any special dietary or medical requirements.
11. Frequent flyer number, if applicable.

THINGS TO DOCUMENT

1. Reservationist's name.
2. Date of reservation.
3. Fare total with service fee.
4. Itinerary (airline, flight times, etc.).
5. Penalties – refundable or nonrefundable, change fees, etc.
6. Ticketing deadline.
7. Seat assignments.
8. Review with your clients before ticketing!

9. If each airline ticket is \$250.00 or more, a Credit Card Authorization with your client's signature **MUST** be faxed to Prestige Travel Systems. (See sample Credit Card Authorization and Limited Power of Attorney letter following in the proceeding pages).

CONSOLIDATORS

Consolidators are companies that sell, usually at a discount, tickets that airlines fear they cannot sell at any advertised price. The airlines supply the tickets with the proviso that consolidators not advertise which airline will supply the seats.

Consolidators, or bucket shops, as they are called in Britain, deal almost entirely in overseas tickets. Travel agents looking for profit opportunities buy tickets at a cheaper price, which is the consolidator's stock in trade. The agent then marks up the tickets (adding a commission) and then resells them. We should ALWAYS be able to collect a minimum of 10% commission on a consolidator ticket, and many times we may be able to earn as much as 20%-25%. It is very important to remember to consult with Prestige Travel Reservation Center for assistance with this prior to discussing the price with your client.

QUESTIONS TO ASK WHEN WORKING WITH CONSOLIDATORS

- 1) Is this airfare "gross" or "net"?
 - A. "Gross" is good because the commission is included in the airfare quote from the consolidator.
 - B. "Net" means that the commission is NOT included in the airfare quote from the consolidator. Commission needs to be added to this net fare.

PLEASE NOTE: If you are quoted a "net" fare, you must consult with Prestige Travel Systems PRIOR to quoting the final airfare to your client. We will recommend a commission amount, which will need to be added to the net fare, thus giving you the fare you will quote to your client.

- 2) What form of payment do you accept? Checks? Credit Cards and which ones?
 - A. All checks sent to the consolidator will be issued by Prestige Travel Systems and will be sent directly from Prestige Travel to the consolidator. Your clients must make their money order or cashier's check payable to Prestige Travel Systems.

PLEASE NOTE: Personal checks cannot be accepted for payment on consolidator airline tickets.

- B. Most consolidators charge 3% to 5% in addition to the total airfare when using a credit card. Make sure that you ask about the credit card policy of each consolidator you contact.
 - C. Consolidators will overnight tickets to Prestige Travel Systems and will charge an additional \$12.00 to \$18.00 for this service. Tickets mailed from Prestige Travel Systems to the client must also be overnighed at a charge of \$12.00 to \$18.00. Remember to include these two overnight charges with the airfare quote to your client so you don't end up paying this expense.
- 3) Who makes the reservation?
 - A. The consolidator makes the reservations, in most cases. Many of the consolidators will hold a reservation for a few days and will guarantee the airfare.
 - B. You, the agent, may make the reservation, in some cases. Be sure you know the airline and what letter in coach service is used, so ask which class of service is to be used (i.e. Q class, V class, B class). Call Prestige Travel Systems with this information or fax in an Air Reservation Fax/Phone Worksheet and we will finalize booking.
- 4) What airline are you quoting this fare?
 - A. If you don't know the airline schedule, find this out and note it for your records.
- 5) Does my client have to stay overnight in either direction?
 - A. If they do, you need to make proper accommodations for their overnight stay. The consolidator does not provide these accommodations and it is not included in the quote.

THINGS TO REMEMBER

- ❖ A quote from a consolidator does not mean that you have the fare. A confirmed reservation with the consolidator will secure the quoted airfare. A reservation will usually be held several days.
- ❖ Work with known and established consolidators. The list supplied to you in your initial training package by Prestige Travel Systems provides you with many good choices. If you select one unknown to Prestige Travel Systems, make sure you ask the consolidator a few questions such as how long they have been in business, their dollar volume, how many are on their staff, etc. Ask enough questions that you feel secure working with them. If they don't care to answer your questions or it is difficult to obtain quotes on airfare, then we recommend you avoid working with them!
- ❖ Prestige Travel Systems invoices all consolidator tickets, so please submit an Air Reservation Worksheet. This will also assure that you will receive commission credit for the sale.
- ❖ Always try to obtain a written confirmation from the consolidator. Ask them to fax you a copy of the reservation with the fare quote included.
- ❖ Please cover all your bases. You do not want to give your client inaccurate information.
- ❖ Commission **MUST** be included in the rate quoted to the client. Any commission under 10% of the fare must be approved by Prestige Travel Systems.
- ❖ **PLEASE NOTE:** Seller of Travel law prohibits companies or individuals (not licensed or bonded as an approved agency) from accepting or processing payment for travel products. All payments for consolidator bookings must be processed through Prestige Travel Systems.
- ❖ Allow sufficient processing time on your consolidator bookings.
- ❖ If the basis of your business is International Air Tickets, you must be a NetAdvantage subscriber. You can find the NetAdvantage Agent Activation in the Supplemental Resource & Information Guide packet.

NOTES

TRAVEL INSURANCE

Today's travelers come to their travel agents because they view them as professionals and value their knowledge and guidance. As a full-service travel specialist, helping your clients protect their investment is very important as well as a professional responsibility.

Your clients are looking for a complete travel package. That is why so many agents mention travel insurance/travel protection at the beginning of the booking process and continue to do so until the sale is completed.

Why tell your clients travel insurance is available?

- ✓ Protects your client when they travel
- ✓ Increases your commission income
- ✓ Reduces client dissatisfaction with you and the agency if problems arise

Why should your clients buy travel insurance?

- ✓ A death in the family may occur right before your big vacation.
- ✓ A blizzard may cause you to miss your cruise ship departure.
- ✓ You may arrive in Denver...but your bags are in Cleveland.
- ✓ You might break your leg skiing and have to shorten your ski trip.
- ✓ The rental car you're driving may be rear-ended at a stop light.
- ✓ The cruise line that you're booked on may go bankrupt.
- ✓ A summons for jury duty may conflict with your family reunion in Hawaii.
- ✓ The road to the airport may flood causing you to miss your flight.

The possibilities are endless. From lost luggage to a medical evacuation costing tens of thousands of dollars, travel insurance can help your clients recoup their losses.

Who Sells Travel Insurance?

- ✓ Travel Suppliers directly
- ✓ Travel Insured International

How much commission is earned on the sale of Travel Insurance?

- ✓ Travel Suppliers pay 10%
- ✓ Travel Insured Intl. between 22% - 38% for online bookings.

How do I book travel insurance?

- ✓ Add it the package or booking with a tour company or cruise line, OR
- ✓ Use one of our "3rd party" insurance companies (Travel Insured Intl) and book by phone, fax or online – REMEMBER, you will always earn the maximum commission if booked ONLINE.

Travel Insured International

Travel Insured International offers Travel Protection plans for individual leisure travelers under its Worldwide Trip Protector brands. Their Group Travel suite of products stand alone in the industry for their flexibility in pricing (no age banding) and ease of administration.

To book travel insurance ONLINE, the following gives you instructions how to get access. You can price premiums online prior to booking so if your clients need a quote first, you can easily provide it to them.

- ❖ To access Travel Insured's partner portal, go to <https://www.travelinsured.com/about-us/partners/prestige-travel>. You will need to create your login ID. The process is easy and step by step directions are as follows:
 1. Click on link above and click on **Login**.
 2. On the Agent Login page, Click on **Need to create a login**.
 - **Agency Number** is **53129**
 - **Agency Password** is **53129**
 - **Agent ID** is **your Agent ID Number**
 - **Username** is used to log in to the website. We recommend using **your first name and last name**. You will need to remember your Username (Login ID).
 3. Once you click **Create Account**, you will be emailed a temporary password and a link to the Travel Insured Website. You will need this password to complete the setup process.
 4. Click on the link to the website or return to www.travelinsured.com and click on **Login**.
 5. Enter your **Username** and **temporary password**.
 6. Create your permanent password when prompted.
 7. Click **Continue** on the confirmation page.

The setup process is now complete! Make sure to sign up for Travel Insured Intl's Monthly Agent Tips by entering your email address in the box on the right side of the homepage.

Insurance Worksheets MUST be completed and submitted to Prestige Travel Systems as soon as you have booked Travel Protection. If you or your client chooses the travel supplier insurance, you will indicate this on either your Tour Booking Worksheet or Cruise Booking Worksheet.

Remember, travel insurance provides your clients with valuable benefits such as:

- Trip cancellation protection
- Trip interruption coverage
- Emergency medical transportation and assistance (often not covered under their existing HMO or Medicare plans)
- 24-hour hotline assistance center
- Waiver of the Pre-Existing Conditions Exclusion (must be purchased within 7 days of deposit)
- Reimbursement of non-refundable deposits or payments
- Bankruptcy or default protection

All agents are required to review the Travel Retailer Training document in our Start Up Training Package and also available on HomeTravelAgent.com.

Important Information for Agents with Clients in Non-NCOIL States:

Agents with clients opting for travel insurance in Non-NCOIL states are eligible to receive a referral fee from Travel Insured.

To be eligible for the referral fee you will need to follow the instructions below.

1. You should send your client an email quote so they have access to all necessary purchase information.
2. Then, you and/or your client can call Travel Insured at 1-800-243-3174. Information in the email quote can be used during the phone call.
3. In order to receive referral compensation for the purchase, you/your customer needs to mention the agent's name or agency number to the Travel Insured representative.

Non-NCOIL States

Connecticut
Hawaii
New York
Ohio
Pennsylvania
Vermont

Travel Insured Worldwide Trip Protector/Plus:

Electronic (GDS, and Travel Insured web site) - 27%

Mail or Fax - 22%

Phone - 20%

Travel Insured Worldwide Trip Protector Lite:

Electronic (GDS, and Travel Insured web site) - 22% Mail or Fax - Not available

Phone - 15%

Recommending Travel Insurance with Confidence

Here are a few quick tips to help you be more effective.

❖ Position travel insurance as part of the complete travel package

- Position travel insurance as an important part of the complete package, never as an extra.
- Present the cost of insurance as a part of the total trip cost.

❖ Demonstrate the value by using real life experiences

- Tell your clients about other clients who bought travel insurance and benefited from the purchase.
- Real life examples reinforce the possibilities that unfortunate things can and do happen on vacation.

❖ Personalize the sale

- Tailor the approach based on a client's situation, needs and their demographics.

Here are a few examples of different customer groups and the recommended approach method:

- Baby Boomers are usually experienced travelers that may already know of the benefits of travel protection. Try to focus on how caring for their aging parents might cause them to cancel or interrupt their trip.
- Families need to feel safe and want to know everyone is protected during the trip. Highlight the 24-hour referral service that provides round the clock medical and travel assistance. Also, emergency medical coverage is helpful should any member of the family fall ill or is injured.
- Older clients are usually concerned with health and want to make sure they are protected while away from their usual doctors. Emphasize the fact that their health insurance policy does not necessarily cover them while they're on a trip.
- Soft adventurers are typically more active and participate in more activities. Let them know that because they tend to take more chances, the risk of injury increases, making them more susceptible to the needs of insurance.
- Cruisers tend to spend a large sum of money for their travels. Stress the financial investment coverage we offer. Also, because many of these travelers will be flying to their port, make sure they know about our Missed Connection and Travel Delay Coverage.

❖ Emphasize the benefits of having travel insurance

- Show them the high levels of coverage they will receive at a reasonable cost.
- Make sure they know that in many cases their credit card, homeowner's policy, and/or health insurance will not cover everything, especially if they are traveling abroad.
 - Let them know that each policy includes access to a 24-hour hotline service that is staffed with multilingual specialists ready to assist them with all kinds of travel-related needs.
 - Call attention to the Financial Default coverage that will secure their financial investment if one of their covered suppliers should go bankrupt.

Using any and all of the following techniques will make you more confident about recommending travel insurance and will position you as an expert.

SELLING SERVICE

Selling travel is easy compared to selling other types of products and services. You are selling fun; everyone wants to have fun! Do not be afraid to talk about your product; most people will listen and enjoy hearing about it. The key to successful salesmanship is doing what you do EFFECTIVELY. Anyone can sell travel; it is easy, enjoyable and in demand.

SELL YOURSELF

Before you can sell travel, you must first sell yourself. Personality is important; you can create sales with the right personality. Be enthusiastic and believe in what you are doing. Exhibit an air of confidence: people will buy travel from you because of it. Sell yourself first, and the product afterwards.

PRESENT AN IMAGE

First impressions are lasting impressions. Your dress/attire, demeanor and language, as well as other aspects of your general appearance are very important to making the sale. What prospects hear and see is what will influence them to buy. Look and act professionally.

QUESTIONS

The most powerful sales tool is the ability to ask. Ask everyone you meet whether they travel. Most people *do* travel and would like to tell you about what they have done or are planning to do. The person who is doing the asking is the person in control.

LISTEN

After asking, LISTEN. People really enjoy being listened to. Mentally record the information you hear. Ask questions to more effectively define the needs of your prospect. When you listen, you will be gathering the information you need to make a sale.

BE FRIENDLY

Friendliness is a primary factor in creating sales. Friendly people who ask questions will be able to listen to a travel sales opportunity. Never argue with a prospect. Remember the rule of thumb, "the customer is always right". Even when the client does not have a legitimate complaint, be sympathetic. In a friendly manner, offer to do whatever you can do to remedy the situation. Salesmanship is not much more than good old-fashioned horse sense mixed with a generous dose of friendliness. Be friendly and you will gain the respect of your clients.

COMMUNICATE

Make sure you are communicating well. Your prospect's viewpoint and outlook may be entirely different than yours. Therefore, communicate by asking and listening. Ask about anything you do not fully understand. Avoid abstract words and trade terms. Use plain English to prevent

misunderstandings and interpretation. Do not base a conversation upon your own preferences and interests; communicate about the prospect's interests and concerns.

BE IN CONTROL

The person who asks the questions is in command. The person who listens is in even greater command. Always agree with your customer. Think of objections as opportunities and answer common objections as part of your presentation.

Buying is an emotional decision. For this reason, encourage customers to talk about themselves. Keep the customer talking, but avoid expressing opinions. Obtain frequent "yes" responses and be flexible. Size up your customers both emotionally and practically. Be in command by having a plan and remember that people buy benefits.

HOW IT ALL WORKS

By acting as an agent for travel suppliers, a travel agency functions as a supplement sales force, and therefore, receives a commission issued by the travel supplier based on a percentage of the completed transactions, compensating the agency for time and money spent in promotion, consultation with clients, making reservations, ticketing, and office expenses.

The ability to show empathy and concern for the client constitutes the major difference between an average travel agent and a successful travel agent. No client wants to be taken for granted. So, remember, business and technical skills are important, but equally so is the ability to understand effectively.

Being a travel professional is for the person who likes the challenge of an exciting business that requires a great deal of hard work, creativity and patience. For one who can meet this challenge, there are exceptional rewards in the form of personal satisfaction and travel experiences.

Creativity is a quality you should have in abundance. You should be on a constant outlook for new tours, cruises or services that might appeal to your clients and bring you additional revenue.

When you are new to the travel industry, you must not only become familiar with using reference materials and working out the details of a client's trip, but work on expanding your originality in advising clients on unusual and innovative trips.

We have mentioned a number of skills needed by the successful travel agent, however, let's not forget a critical necessity... accuracy and attention to detail. In the travel business, even the slightest mistake can prove disastrous. You must require the discipline and concentration to be completely accurate in every detail and double check your work to make certain it is correct.

THE SALES PROCESS

For every contact, you initiate you should have a specific objective and a plan to achieve that objective. Simply put, you need to have a planned strategy whether you are merely completing a sale based on previously identified needs or if you are still identifying potential needs.

In all sales situations, you need a logical, step-by-step action plan. The steps must include:

- **Introduction** - Review what you are going to do.
- **Presentation** - Give the details to how you are going to achieve the end goal (i.e. putting together an acceptable travel plan).
- **Summary** - Restate what you have said and summarize points of agreement and difference.

Communication skills are extremely important to the travel sales process. The entire process of selling travel needs to be devoted to identifying customer's needs and providing appropriate, acceptable service to meet a specific need. As a travel agent, you will be expected to help a client find the right vacation at the right place at the right time and at the right price for the client's needs.

If your desire is to obtain corporate accounts, you must first identify the basic problems of each company before showing how you can meet those needs. Typically, the basic needs of a corporation may be to save money or possibly to control traveling expenditures within the company. You must show the company how you can help them address and solve those identified problems.

THE SALES INTERVIEW

Every sales interview must be structured. Keep in mind these three steps:

1. **Find your client's needs.**
2. **Recommend products and/or services to fill those needs.**
3. **Persuade your client to accept your recommendations and buy the travel product/service**

No two travel agents are alike and the same can be said for prospective clients - so no two interviews will be **exactly** the same. However, follow a set pattern for your sales conversation and presentation and you will always know where you've been and what you must do complete the process.

Let's clarify the major elements in the sales process

1. **Getting the initial information.** In order to sell the right services and products you must qualify the client by asking a series of questions. This must be done before offering information or advice. Ask the five basic questions:
 - **WHEN** are you going?
 - **WHERE** are you going?
 - **WHO/HOW MANY** is/are going?
 - **HOW LONG** are you staying?
 - **WHAT KIND/CLASS** of service or arrangements do you require?

If you client is not quite sure about a destination, you will need to further qualify by finding out his/her likes and dislikes. Ask questions such as, "What do you like to do?", "When did you take your last vacation?". "Where did you go?", "Where did you stay?", "Did you like it?", "what didn't you like it?"

After obtaining the basic who, when, and where it will be necessary for you for you to identify the real needs of the client. You are at the “qualification” phase of your interview. Will the client’s destination request really meet his/her needs? Is the budget realistic? It is important to qualify your client in order to determine specific recommendations.

2. **Selling your recommendations.** After you have qualified your client and have determined what is really needed, you should now recommend the product and/or service that will provide the most satisfaction within your client’s established budget and time frame. You sell your recommendation by convincing the client that you understand their wants and needs and that the service you recommend is the best way to meet those needs.

Handling objections

Many times, your clients will readily accept your recommendations. Other times, your client will appear hesitant or will not accept your recommendation. Learn to overcome objections by analyzing what the client is saying and then deal with each point. First, clarify the objection. Be certain you understand exactly what the client’s program or problems are. In handling objections, it is important to maintain control. You must decide whether to accept the client’s objection and modify your recommendation or to work on bringing the client around to your way of thinking. Be polite and diplomatic with your reasoning and you will be more apt to win your client’s approval.

If you are not quite sure of why your client is objecting, ask questions to find out what’s behind it. If it seems to be a vague objection, clarify it immediately. Compromise. Meet your client halfway and never argue. Empathy is the key issue: try to understand what the client is saying. For example, say: “Yes, I can certainly understand that, but ...” What you are doing here is denying the objection indirectly. This is the “yes, but” method of presenting another angle.

After meeting your client halfway, explain the reason for your recommendation. You may need to sell additional benefits and work on getting the client’s commitment at this point.

Don’t let yourself become discouraged if there are objections. Remember, as long as the client is objecting they are still “buying.”

You should welcome objections! They are a natural and necessary part of the sales process.

3. **Getting the commitment.** This is the point in the sales interview process when you are asking hand your client’s business. You are “closing the sale.” If you simply hand your clients brochures and tell them to call when they decide what they want, you have stopped short of where you should be. Strive to gain as much commitment as possible during the sales interview. If you are unable to “close the sale” at this point, tell your clients that you will be calling them to check on their needs. This approach will leave the door open to continue the sales process with your follow-up measures.

CLOSING THE SALE

Offering to book is composed of two decisions: **When** to offer, and **How** to offer. The ideal time to offer to book occurs when your client agrees with your recap and recommendations and agrees with your answers to any objections he/she might have had.

Believe it or not, clients are often ready to commit before agents offer to book. Don't risk losing the sale by delaying to find what objections the client may still have. Sometimes you are merely "testing the water" when you offer to book. It is through understanding a client's objections and responding to them that the professional travel agent identifies those clues, which lead to a successful close.

Don't let closing the sale frighten you. Closing the sales does not require high pressure. It represents the natural end to the flow of the sales conversation. Use soft, subtle closing techniques, applying them on a trial basis to determine if the client is ready to buy.

There are different types of closing techniques you can use. Depending on the client and the situation, the lowest pressure close of all would go something like this:

- **"Let me see if there is space available"**
You are not asking the client for money or for a formal,
- **"Yes, I want to make reservations."**
You will know if the client is ready. If they aren't overcome the objection and try again.

A second type of close will require at least some sort of acknowledgement from the client.

- **"This is the peak season, and I know that rooms will be hard to get. Let me make the reservation for you now."**
This is an assumptive close. You are assuming the client is ready to book and you act on it.

Another method of closing the sale is to offer alternative choices. Assume the client wants something. Give them a choice of how they will pay, where they will depart from, and when they will leave, etc. You can also be very direct and ask, "Which day should I set it up for?" or, "Will you be paying with cash, check, or credit card?"

IMPORTANT GUIDELINES

Control the Conversation

You must, at all times, remain in control of the interview process. The questions you ask help to establish yourself in the controlling position and move the client toward booking.

Listen

Everyone wants to be heard and to feel important.

- **Do not do all the talking. Give your client ample time to state his/her needs and wishes and listen for those needs and wishes.**

- **Let your clients know you respect their wishes and that you genuinely care. Let them sense your concern for them, and then try to create an effective exchange of ideas.**
- **Take notes. This will help you remember important points.**
- **Give your clients positive feedback that relates to their comments.**

Sell the Benefits, not just the Features

Benefits will appeal to the client's emotions. For example, the major feature of a cruise ship is that price is all inclusive, while the benefit is that budgeting for the trip will be easier and the client won't have to be burdened with carrying as much cash or traveler's checks.

The feature is something we can all perceive, but the benefit must be made personalized to the buyer. This is done by transmission of ideas from you to the buyer who then interprets them according to previous experiences or purpose.

If you have traveled to the client's recommended destination, or stayed in the same hotel or sailed on the same cruise, call upon your experience to enlighten your client. Another similar technique is to refer to a third party. A satisfied client's reference can many times be helpful in selling a new client.

SUCCESSFUL SELLING - THE CLIENT AND YOU

Successful selling is a partnership between the client and you, the travel agent. The clients want to travel. You want to sell a trip. Follow the above outlined techniques and procedures, then streamline them to fit your personality and you will be on your way to a successful part-time or full-time travel career.

A good salesperson is made, not born. Your successful selling will come from developing skills such as asking questions and maintaining control, attentive and effective listening, handling objections and stressing benefits. Every client is different so you must modify your approach depending on whom you are talking to.

Someone once said, "It takes all kinds to make the world go around." As a travel agent, you need to know a lot about what "kinds" means. People have "styles". They act and react in certain ways under circumstances.

We have people that are:

- **ANALYTICAL**
- **AMIABLE**
- **EXPRESSIVE**
- **DRIVERS**

Each of us has been all or one of these "styles" at some point in time. Sometimes we've been more than one at the same time. What is important to understand is that most of the time we are just **one type of style** and this **style** dictates who we act and how we perceive many things affecting us daily. Let's take a look at what makes up each of these "styles".

The Analytical Style

They want respect. They also want you to recognize them as an expert. They want to know that you've done your homework on what you are speaking about. In order to work better with "analytics", you should be patient while they carefully discover for themselves what YOU already know. Analytical like to gather facts and ask many questions before buying your recommendation. Demonstrate your knowledge and expertise early in the sales interview.

The Amiable Style

They want to be popular and to be part of the "group." They want to know you will be there to assist them with decision-making and travel planning all the way. When you work with "amiables" you must show your interest in them as people, not necessarily as clients. You may need to slow down the pace and volume to allow them to build the relationship. Avoid the confusion of too many details and specifics. They will focus on the benefits of your recommendations.

The Expressive Style

They want recognition. They like being thought of as unique. They seek creative travel. To work better with an "expressive" type, call on your creative powers to produce a well-planned and unique travel package. But remember; remain in control of this process.

The Drivers Style

They like to control. To work better with "drivers" remember to remain very business-like. Do not make the mistake of trying to build a friendship. They will want evidence early in the interview that you have the expertise necessary to take care of their travel needs.

What Style Are You?

It is important that you know. Learn to identify the type of style your client is and work with them on their level. You will find that selling travel will be easier and the end results will be better. In all circumstances, be positive. Stressing to your client what can be done, avoiding "giving orders", and solving possible problems together constitute the elements of positive behavior and expression.

Do not criticize other agents or agencies, even if your client complains about them. Remember that you do not prove your own worth by degrading someone else. Explain the advantages of the services you provide. Believe in yourself and your ability to handle your client's needs, and you should have no difficulty with the "competition".

SELLING RECAP

The development of a successful travel sales personality depends on the following elements:

- 1. The travel agent relies on a set structure that guides the direction of the sales interview but is flexible enough to adapt to different clients and their styles.**
- 2. The agent exhibits appropriate responses to indicate a genuine interest and involvement in the client's situation.**

- 3. The travel agent uses positive gestures while working with the client.**
- 4. The agent allows the client to talk but the agent remains in control of the interview processes at all times.**

SERVICE

The primary offer to the public in this industry is SERVICE; therefore, service should be included as a major part of all marketing and sales efforts.

CUSTOMER CONTENTMENT AND SATISFACTION

Remember that the client must feel that they are always right. Pay total attention to the customer, be enthusiastic and acknowledge the client's own travel ideas. Generate eagerness in the client about their upcoming trip. make the client feel important and well taken care of.

COURTESY

When in contact with the customer, think about courtesy, exhibit courtesy and act courteously. Prospective clients expect to be greeted with a smile. The trend in retail travel is automation; what will make a difference is *your personal touch*. Courtesy is the least expensive; yet among the most important ingredients, in convincing a customer that the service offered is of the highest caliber. When a client's basic questions are answered patiently and courteously, the client will respond with repeat business. The higher the level of courtesy, the higher your level of profits!

COMPLAINTS

A good salesperson is not afraid to admit a mistake. When a complaint is due to someone else's mistake, write to the company and ask that a suitable explanation be sent to your client. Be sure to request that a copy of this letter be sent to the agency. Do not consider a problem with a booking or complaint to be rectified until the client is wholly satisfied.

IMPORTANT TRENDS

- **Adventure travelers represent the fastest growing market.**
- **Educators are attuned to travel and are prime potential customers.**
- **Travel habits are becoming less seasonal.**
- **The median time are planning a vacation is becoming less as each year goes by.**
- **More affluent persons still tend to desire special arrangements.**
- **The knowledge and sophistication of experienced travelers is increasing.**
- **Small, affiliated group travel is on the increase.**
- **The existing trend is away from individually developed tours and toward group package tours offering the most travel options.**
- **Cruise vacations are one of the fastest growing segments of the travel industry.**
- **Escorted tours are becoming more popular, particularly the expensive and quality-orientated programs.**
- **A rapidly growing segment of the travel market is made up of couples, married or otherwise, between the ages of 28 and 40.**
- **Political unrest is a major reason for people not traveling to certain destinations.**

MARKETING

COMMUNITY MARKETING AND PROMOTIONS

In order to generate new business, consistent sales effort supported by continual promotional activities, and the appropriate follow-through is necessary. The guidelines provided here will help you to build a successful, profitable business and enable you to avoid making costly mistakes.

You will find recommendations about how to get more involved in your community, how to generate local traffic into your office and how to plan and carry out a monthly promotion.

GET INVOLVED IN YOUR COMMUNITY

Your OBJECTIVE should be to find more people to whom you can sell your services. Do this by broadening your contact base and creating greater awareness of your business and its services. STRATEGY: it is not enough to be a travel agent in name only. Get involved in your community by serving on a committee, chairing one, or by helping to plan an activity. The more you participate, the more your reputation will grow as a dynamic, contributing professional.

KEY ACTIONS

1. **Familiarize yourself with your local area.**

It will help you to become known in your community if you are familiar with the local area. First, familiarize yourself with your immediate area and the surroundings. Use a city or a village map with clearly identified street names, avenues and commercial landmarks.

With a thorough orientation to your community - its physical plan, business resources, residential and commercial areas, public facilities, and community service centers - you can better plan your promotional and advertising efforts.

For example, direct your phone solicitation toward all the inhabitants of a new residential development. This is especially beneficial if the housing is at a high-income level. The new community members will welcome a call from their neighbor, the travel professional.

You have a double reason for making contact:

- **To welcome new neighbors.**
- **To introduce yourself, your business and its services.**

Shopping malls, condominium housing complexes or downtown commercial centers are areas of high concentrations of people. Once you have located them and are familiar with the different kinds of people you see there, you can develop the right approach for reaching these potential clients. For instance, you might consider using flyers describing family getaways in supermarkets, drug stores or malls. You might arrange to leave a supply of "Weekend Package" brochures in the condominium housing lobbies for apartment owners who have both the time and money to travel. Commercial districts usually have at least one department or clothing store. You could approach the clothing store to suggest cooperative

promotional efforts. At the least, you could visit the store to see how displays are set up; this might help you learn techniques and get ideas for setting up your own office.

2. Meet as many people as possible by participating in various community organizations.

Here are some suggestions:

- **Join your local chapter of the Chamber of Commerce; the Merchants or Small Business Association; the Rotary, Kiwanis or Lion's Club.**
- **Volunteer your leadership in a Women's Civic Organization; the PTA; or a church-sponsored event or charity.**
- **Actively support chair people holding church events or leading charity drives.**
- **Pursue business through recreation by joining a golf, ski or country club, or an athletic group.**
- **Become the coordinator of a special community happening, such as a food fair or museum fundraiser.**
- **Sponsor a foreign exchange student.**
- **Attend functions such as church bazaars, benefits or dinner dances.**

FOLLOW UP

Always carry your business cards and give them out. Mention good times for someone to reach you or tell a new business contact when you will call to discuss travel. The time, energy, and money required in community involvement are an investment. It will pay off in terms of new clients, increased bookings, and greater recognition of you as travel professional and business person. You will be seen as a leader in your community.

LEAD GENERATION

Success in the travel industry is dependent upon the amount of prospecting carried out. Use your ingenuity and creativity to develop ideas of how to find new clients and make more sales.

The first step when developing a client list is to start with familiar people. Move on to associates; and finally, to persons who have a propensity to travel, but with whom you have no relationship whatsoever.

SECONDARY CLIENT SOURCES

It is necessary to expand the source of potential clients beyond those within your closer areas of interest and knowledge.

Try contacting the following:

- **Local Clubs**
- **Churches**
- **PTAs**
- **Fraternal Organizations**

- **Ethnic Organizations**
- **Special Interest Travel Groups**
- **Ask a bridal shop for names of future brides. They may be planning to travel on a honeymoon**
- **Contact real estate offices and ask them to notify you when somebody puts a house up for sale.**

Make cards for all your clients and potential customers. Include their special interests and take detailed notes. Remember that you are selling travel.

Here are more ideas that you could try:

1. **If you already have a business, solicit your existing customers (i.e. accounting, insurance, real estate, etc.)**
2. **Hold travel parties. This could be like Tupperware or other neighborhood direct sale programs.**
3. **Participate in career days that are held at schools.**
4. **Become the community travel writer for your local newspaper.**
5. **Hold a fashion show.**
6. **Contact local legislators and foreign affairs offices.**
7. **Join service clubs and association.**
8. **Create special day programs for clients and prospects.**
9. **Set up bulletin boards at health clubs, hair styling salons, etc.**
10. **Contact your local savings and loan association and suggest that they include your travel promotional material in mailings sent to their customers.**

METHODS OF CONTACT

Various methods of contacting potential clients can be utilized when developing leads:

1. **Telephone calls.**
2. **Telephone calls to referral.**
3. **Cold telephone calls.**
4. **Cold telephone calls to referral.**
5. **Cold visits to offices and other places.**
6. **Send letters to those people who appear to have a relatively good reason for travel.**
7. **Obtain a business directory.**
8. **Contact persons who have an influence over special interests groups.**
9. **Set up a route for calling on existing or potential commercial customers or offices.**
10. **Check your daily newspaper in the announcements column for engagements and newlyweds.**
11. **Establish an e-mail database and send out weekly promotions.**

The generations of potential travel clients can be ongoing process if you work at it. It can be easy to create a client list ranging from friends to small businesses.

Remember to ask yourself:

- **Who do I know because of where I work?**

- **Who do I know because of my spouse's work?**
- **Who do I know because of my children?**

Create a Prospect List from the above sources.

INITIAL CREATION OF TRAVEL INTERESTS

Here are numerous suggestions of ways to generate interest in your travel business. Use these to spark your own creative ideas.

1. **Join specific friends or for other group special gatherings.**
2. **Invite friends and/or acquaintances to an open house at your home office.**
3. **Distribute your business cards.**
4. **Put together some theme travel programs such as sports games when away from home.**
5. **Invite your friends and acquaintances to a presentation.**
6. **Talk to your local hair stylist or barber.**
7. **Build a mailing list and/or e-mail list from client profile cards. Organize these for easy reference by the client's name, their destination, the season, etc.**
8. **Give away brochures, stickers, buttons, memo pads or pens. Each item should have your travel business name, location and phone number imprinted on it.**
9. **Hold events like parties or presentations in which the expenses are covered with an entry fee. The fee you charge should cover all of your costs for holding the event. The better the event is, the more you can charge.**
10. **Do regular mailings that include supplier inserts and brief descriptions of timely product offerings. Consider starting a local circulation newsletter. In it, you can include brochure material, testimonials from local travelers about their own experiences, and advertise a destination you can sell profitably.**
11. **Keep in mind that people who live in locations that have cold or hot climates during certain parts of the year, have a tendency to travel to destinations that have the opposite type of climate. These people tend to stay on their trips a considerable length of time.**
12. **Coordinate a series of outings conducted by experts. Examples might be: an outing to a national park conducted by a local archeologist; or an outing to special landmark areas or exhibits, led by a community art/architecture/natural history expert.**
13. **Advertise that you are selling gift certificates in your office during the holiday season. (Call the Agency for information on our gift certificate program)**
14. **Conduct a survey to gather information about the local travel market, its patterns of movement, preferred destinations, etc. Communicate the findings to local news, radio editors, and forecasters on travel.**
15. **Send telegrams, mailgrams, or oversized business stationery envelopes to clients. These will pique their interest in profitable products you want to sell and destinations that are fashionable and currently in demand.**

DIRECT MAIL

Direct mail can be a most effective method of getting your message to prospects, but it must be used after full consideration of the costs related to materials, production and distribution. Direct mail can be post mail or e-mail.

TYPES OF DIRECT MAIL

Different types of direct mail can increase results by providing a change of pace to an extended promotional program. You can save money through the use of less expensive direct mail media as it relates to each individual requirement.

Common types of dirt mail include:

- **Originally Typed Letters**
- **Processed form letters**

Originally Typed Letters

An originally type letter provides much greater impact than most other kinds of direct mail. It should only be used for top-level mailings to key people and prime prospects. It is a relatively expensive process, but is ideal for limited purposes, important lists, or when approaching big-ticket potential sales.

Processed Form Letters

The processed letter is one that is printed on a good printer/copy machine. Each letter has exactly the same text copy, though the name and address are filled in with a typewriter a computer program. A good printing or copying job will make it appear almost original. When signing this type of letter, use a different colored ink (not black) to increase the degree of personal representation. Even though this letter may be recognized as a form letter, there is attention value in having the recipient see his or her own name on the letter, there is attention value in having the recipient see his or her own name on the letter. It is worthwhile for limited lists of good prospects and for standard replies to inquiries when the degree of impact has been fully considered related to other forms of direct mail.

Publications

When it is available, a travel tabloid newspaper offers strong potential as a mailing piece. It gives the reader something to concentrate on while you convey messages about your business objectives. Take into consideration the cost of distributing these materials. They should be sent to existing clients who may generate referrals.

Envelopes

When sending mailers, consider the type of envelope to be used. The cost of the envelope should be as minimal as possible. Keep in mind that an invitational style envelope will normally be opened more frequently; a brown manila envelope, larger than usual envelope, will normally be opened.

In order to assure that the mailer actually reaches your prospect rather than a secretary or other family member, write “personal” or “private” on the envelope. Care should be taken when using this approach because some people receiving it will consider it “sneaky”. To avoid this pitfall, be sure the message inside draws their attention and it designed to interest them. Another method used to pique the curiosity of your prospect and assure that the mailer falls into the desired hands, is to handwrite or print the address on the envelope. Use a regular envelope without your return address on it.

Timing

Always avoid sending direct mail at a time when it is likely to reach the prospect just before a holiday or immediately prior to any other special event. You do not want the prospect to be distracted from considering your mailing. The success of direct mail is based upon persuading the recipient to respond.

Some of the best responses to direct mailing occur because:

- 1. The direct mail arrives when the prospect is thinking about taking the kind of trip that the mailing describes.**
- 2. The mailing piece describes so many interesting benefits that the prospect decides to call you rather than go directly to a supplier or to another travel agency.**
- 3. The mailing piece describes a service that the prospect needs. The mailing piece advises them that your agency not only offers it but also provides it at little or no extra cost.**

List and Mailing Sources

A mailing can consist of one letter or thousands of mailing pieces. In the case of large mailings, messages should be specific and include a sense of urgency. In many cases, they support other similar activities.

You can identify whom to send your mailing to by considering.

- **Existing client files**
- **Prospect lists**
- **Business, association, and group directories.**

You can obtain directories from the Chamber of Commerce or at offices of related groups and associations. Also, use your creativity to come up with other mailing sources!

Direct Mail to Test Markets

Direct mail can be used to test a particular promotional idea, the salability of a projected tour and the price of a travel product. This type of test, if properly conducted, can give you a realistic indication of your chances for success with a particular sales idea.

Market tests can be done with direct mail because of its flexibility. You can select a particular list or specific list for the test. You can then design your mailing piece with the needs of the particular persons in mind to whom you are directing the mailing.

The advantage of this type of probing with direct mail is that it can be done on a selective and relatively small basis. The responses will indicate whether or not the program might be successful on a larger basis. Normal direct mail programs that include a business reply card have a response rate of 2% to 3%.

When conducting a test using direct mail, test only one variable at a time. Keep everything constant and keep an accurate record of test results. When you evaluate the results, consider the effect of local situations, news events, weather or other factors. Timing and seasonal factors are important.

Direct mail can be very effective way to distribute promotional materials, but can also be expensive. Therefore, its use should be carefully considered.

Mail programs should support other selling efforts like advertising, promotion, public relations efforts and the distribution of materials.

When using direct mail, consider the following:

- **The cost of postage** - Remember, the heavier the item, the more it costs to mail. Because of this, the heavier the item, the more valuable the prospect must be.
- **The rate of mailing** - First class mail has greater impact and reaches prospects more quickly, though it is more expensive. Bulk mail is less costly but takes longer to reach its destination.
- **The cost per prospect reached** - Think about the cost of using direct mail versus other methods to reach the same prospect.
- **The market to which the mailing is directed** - Is the market clearly defined? Is it being supported by other selling activities?
- **The contents of the mailing** - Whether to add additional material into the envelope is a point to consider if the postage costs do not increase. The answer is affirmative when the messages support each other and are not in conflict.

Return postage cost should be considered when a business reply card is used. For the very important top-level prospect, consider placing an original postage stamp on the business reply item. The high impact of the personalized nature of this approach will cause a much higher than normal response rate. A second choice would be to have a business prepaid postage permit from the post office. The permit number must be imprinted on each item in an appropriate format, if used.

Prepaid postage will induce more people to return the card or piece since there is no cost to him or herself. It is a common and effective way to create responses. If you receive a response from someone who has to actually buy postage and paste it on, you can be convinced that this is a qualified lead and that a sale is likely. A postage stamp will increase the priority of the mailer as compared to metered postage. Metered postage often times denotes "junk mail".

Advertising

No matter what size your business or budget, well-planned and consistent advertising can achieve desirable results for your travel business.

Among the ways advertising can help build your business and increase your profits are:

- **By attracting new customers to your business more quickly than would occur without advertising.**
- **By creating a positive image for your service, faster and more economically than can be built without advertising.**
- **By increasing the volume of your current consulting focus.**
- **By enabling your business to evolve.**

As with setting up and developing your home travel agency business, effective advertising requires planning and goal setting.

You will need to clarify the following points:

1. **What is your target area? What is the population?**
2. **What are the characteristics of your market? What is the employment level and income?**
3. **Do you want to service new areas?**
4. **What services are you offering? Are you offering any new services?**
5. **Are there specials offered by vendors locally, nationally, or worldwide that you could tie into?**
6. **What are your competitors doing?**
7. **What is the optimal amount and type of advertising you will need to achieve your goals.**

You must set realistic goals that are also challenging. How do you know how much to spend for advertising? Usually, the basis for the budget allocated for advertising is a percentage of gross income earned. This figure is at least five percent. If you are new to your business and have no figure from which to base the percentage, use your business plan of what you anticipate earning during your first year in travel business. But remember all travel agency businesses are different and there is not correct figure for everyone.

What to Advertise?

Write down the services you currently sell (or plan to sell) and then add the percentage that each contributes (or is expected to contribute) toward your commission income. For instance, if you anticipate that sixty percent of your income will come from selling cruises, you should spend sixty percent of your advertising dollars promoting cruises. Still, there are many choices of what to advertise within a given area.

Narrow down by choosing:

- **Your most profitable items**
- **Your best values**
- **Items currently in demand**
- **Newsworthy, unique, unusual, special items**
- **Items your agency is known for**

When to Advertise

As mentioned before, the continuity of advertising is as important as sticking with specific newspapers or publications. Of course, you will first need to try out various publications until you can pick out one or two you are happy with. Advertising regularly in the same source will help your customers know where to look for your ads and is far more effective than sporadic or scattered advertising. Not only that, but you can build a valuable relationship with an assigned representative of “your publication”. You can use this relationship to get favored placement.

In order to advertise regularly, you may need to reduce the size of your ads. Of course, it is preferable to run large ads but running smaller ads once or twice weekly is better than running a huge ad once a month. Your budget, competition and sales opportunities will dictate the best choices to make. The ideal situation might be to run smaller ads twice weekly and large ads for specific specials less frequently. For instance, you might want to run larger ads in relation to specific holidays when travelers might be looking for your services.

Once you have decided on the location, frequency and size of the ad, you will need to choose the days to run the advertisement. Keep in mind the particulars of your local region - when the grocery ads are run, when the entertainment section comes out, when your competitors advertise - to decide what is best for your business.

REPEAT AND REFERRAL CUSTOMERS

Repeat business means having the same customer return to you again and again for travel service. When the quality of service is high, the client receives the impressions that she/he will be satisfied in the future and returns to you with a high level of repeat business. Satisfied customers are the best source of referral business because they talk about you to others. In fact, they often send people to you without being asked.

Repeat business and referral business are the least expensive types of sales to obtain. The means to getting this type of business is by providing excellent service to keep customers satisfied and by asking everyone you work with for a referral. The quality of service and the number of people asked play a direct and important role in increasing repeat and referral customers. Repeat and referral business will build gradually as the total number of clients and outreach to potential customers increases. It will not come automatically; in fact, it requires substantial effort. If all proper efforts are made, the repeat and referral sales can be as high as the total sales during the first year of business. In the second year of business, up to twenty percent of your sales can be generated by repeat and referral business. The more customers that are generated in this manner, the more the compounded effect of business.

Repeat Customers

Repeat customers are satisfied customers. There is no other way to guarantee this source of business than with effort, friendliness and all of the other good factors detailed in this section. Repeat sales must be created with good service. One idea would be to send a memo to customers after their trips, saying "I hope your trip was great! Please complete the enclosed questionnaire so we can better serve next time."

Referral Customers

The major method of acquiring referral customers is to ask other clients and everyone else you know for a referral. It is surprising how many people will volunteer a name. After a name is given, follow-up by calling the referral and using the person who gave the name to you as a "mutual acquaintance or friend." This will break the ice and create confidence in the mind of the person you are calling. Every time a sales call is made, whether successful or not, ask the person being called if she or he knows anyone who might require professional travel service. Do not forget to remind your friends, on a regular basis, to give you referrals.

The more influential a person or client is, the greater the opportunity for referrals. Therefore, efforts to acquire referrals should be emphasized among influential people. A major source of revenue by referrals is GROUP BUSINESS. Ask existing clients if they are involved with or know of any groups that may be traveling. In some cases, when an influential or otherwise important person is being asked for a referral, it is worthwhile to find out about that person. Learn about their past travel experiences, their type of business and other significant information that can be used when discussing a potential source of referral with them. For example, if they are golfers, ask the for golf referrals.

When asking for referrals, try to obtain an entry that will allow you to provide a presentation to groups or other organizations. The person giving the referral may be a member of a group or

association. She/he can refer you to the appropriate person who may be able to authorize a group presentation.

People who have daily contact with the general public or groups of people having special interests are a source of substantial referrals. For instance, this would include people like bartenders and hair stylists. Repeat and referral sales are some of the least costly to acquire and the easiest to handle. Repeat and referral sales are created by your previous or long term satisfied customers.

**Repeats are there. Work for them.
Referrals are there. Ask for them.**

TRAVEL TERMINOLOGY

Add-on: A supplement to a base fare.

Add-ons: Optional arrangement customers can purchase in conjunction with a connecting doors.

Adjoining Rooms: Hotel rooms located next to one another but do not have connecting doors.

Aft: Located near, toward or in the rear of the ship

Air/Sea: A package that consists of air and cruise travel.

Airline Codes: A two-letter abbreviation for an airline.

Airline Reporting Corporation (ARC): The United States airlines industry organization that is responsible for issuing identification numbers to accredited U.S. travel agencies.

Airport Codes: Three-letter codes used to uniquely identify airports.

All Inclusive: Includes hotel accommodations and transfers, and for most Caribbean and Mexican resorts - offer food and beverages, plus non-motorized water sports in the price.

Allotment: The number of seats, cabins berths, etc. available for sale by a supplier or agent.

Amenities: The facilities and features of a property, usually a hotel or cruise ship. Can also be used to describe the special gifts to the clients or bonuses to the travel agency when booking select cruise groups.

American Plan: A meal plan that includes breakfast, lunch, and dinner.

Attraction: Natural and man-made features that attract a tourist to a destination.

Authorized agency location: A place of business operated by an agent, which place of business is included on the ARC and IATA agency lists.

Availability: The state of being obtainable, ready for immediate purchase. The current inventory of unsold seats, rooms, or cabins.

Back Office: Business activities, such as accounting, that generally take place out of view of customers.

Back-of-the-house: The part of the hotel or restaurants that guests do not see.

Back-to-back: Describes a series of tours or flights on which one group leaves as another group arrives, perhaps using the same aircraft.

Baggage/Luggage: The personal property of the passenger carried or checked consisting of articles for his wear or use in connection with his travels.

Baggage Allowance: The allowed weight or volume of baggage carried by a passenger without additional charge.

Baggage Claim Check: Issued by the carrier as a receipt for the passenger's checked baggage. Should be kept by the passenger until he is sure that he has all of his checked articles and nothing is damaged or missing.

Bareboat Charter: The chartering of a boat without a crew.

Base Fare: the cost, as of airline or cruise tickets, before adding tax.

Basis Two: A cabin's per person rate, also known as double occupancy.

Batch Mode: A way of processing information whereby certain repetitive functions are performed in groups or batches.

B and B: Bed and Breakfast. A room rate, in a guesthouse or private home that includes sleeping accommodations and a full breakfast.

Bermuda plan (bp): Hotel accommodations with a full, American style breakfast included in the price of the room.

Berth: A bed on a ship, train or plane. Also, a place for a ship to dock.

B i a s: The deliberate programming of displays in a computer to flavor one airline's service over another's.

Blackouts: Dates when lower rates do not apply. Usually during holidays and special occasions.

Blocked Space: Group space reserved on aircraft, hotels, or cruise ships by retail agencies, wholesalers, or tour operators that they hope to resell. Blocked space must be returned to the supplier if not sold within a certain time.

Boarding Pass: A permit for the traveler to board or enter a ship, plane, train, or other form of transportation. Part of the check-in process.

Book/Booking: Making a reservation for a client.

Bond: Insurance or guarantee that protects a third party.

Bow: The front of the ship; also called the prow.

Bridge: A nautical referring to the control center of the ship.

Brochures: Also referred to as 'folders' - illustrated literature with full descriptions of the tour, hotel, resort, etc. Tour folders must show dates and price. Hotel and resort folders often have separate inserts for their rates that change seasonally.

Buffer Zone: A fare construction term referring to the areas of Canada and Mexico within 225 miles of the continental United States.

Bulk Fare: A net fare contract for a certain number of seats. It is similar to blocked space except that the tour operator, wholesaler, or travel agent usually contracts for airline seats at a net price without the option of releasing space back to the airline.

Bullet Train: High-speed Japanese trains.

Bumping: The practice of removing a confirmed passenger from a full flight to make room for a passenger with higher priority. A full-fare passenger may bump an industry discount or a free passenger, for example.

Bundling: The act of combining a number of different components, products and coach designed to appeal to the business traveler.

Business Class: A grade of airline seat and service usually between first class and coach designed to appeal to the business traveler.

CAB: Civil Aeronautics Board:

Cabana: A small room near the beach or pool, usually separated from the hotel's main building that is used for changing clothes or getting out of the sun.

Cancellation Penalty: An amount charged by a supplier when a customer cancels a reservation within a time frame prior to travel, preset by the supplier.

Capacity Controlled: A fare available for only a certain percentage of seats on a flight. Capacity is carefully controlled by the airline.

CAT: Civil Air Transport

Carrier: A public transportation company such as air or steamship line, railroad, etc. also called a supplier.

Category: A class of cabin/stateroom or fare level on a cruise ship.

Central Processing Unit (CPU): That part of the computer in which the work actually takes place.

Charter Flight: A flight booked exclusively for the use of a specific group of people who generally belong to the same organization or who are being 'treated' to the flight by a single host. Charter flights are generally much cheaper than regularly scheduled line services. They may be carried out by scheduled or supplement carriers.

Check-in: The point at which clients, must present tickets vouchers, and so on at a hotel, airport, cruise terminal, or tour operators facility.

Checkout: Formalities, usually including payment, associated with leaving a hotel, motel, resort, etc.

Checkout time: Most hotels will post a specific time when guests must vacate the rooms or be charged an additional day's rate.

Checked Baggage: Baggage carried in the cargo compartment of an airplane and not accessible to a passenger during the flight. The passenger receives a receipt when the baggage is checked in, and the carrier accepts certain liability for the bags.

Circle Trip: When a passenger returns to his point of origin via a different routing or a different level of fare on the return than on the outward portion.

City Pair: The origin and destination locations of a flight.

City Ticket Office (CTO): Airlines sell their tickets to the public through travel agencies, phone, mail, reservation centers, airport ticket counters, and city ticket offices.

Class of Service: The interior of an aircraft is divided into sections each with a different level of service and amenities. Common Classes of service are first business, and coach classes

CLIA: Cruise Lines International Association. An organization offering promotional materials, training guides, reference books and seminars on behalf of cruise lines. CLIA appoints travel agencies to sell cruises and receive commissions on behalf of the steamship companies that are members of the association.

Co-host: An airline that purchases the right to preferential display in another carrier's automated reservation system.

Coach: Usually the lowest and most inexpensive class of transportation. Also known as economy class.

Codesharing: A marketing practice in which two or more airlines share the same two-letter code used to identify carriers in the computer reservation systems.

Commercial accounts: Accounts with a business or commercial concern.

Commission: A form of compensation paid by the supplier to a travel agency for a booked and traveled reservation.

Conducted tour: A pre-paid, pre-arranged vacation in which a group of people travel together under the guidance of a tour leader who stays with them from the start to the end of the trip. Also referred to as an escorted tour.

Concierge: The individual in a hotel who attends to guests' needs for special information, theater and restaurant reservations and just about anything else the guests may need.

Conditional stopover: A stopover restricted in some way, either by government or airline fare agreement.

Conference: Shortened form for, and includes coverage of ARC, IATA, CLIA, and AMTRAK.

Configuration: The arrangement of seats, bathrooms, galleys and other areas inside a plane or motorcoach.

Confirmation: The establishment of validity by an authority. For example, a reservation is considered confirmed when the supplier acknowledges that the booking has been accepted. Most confirmations are subject to certain conditions.

Connecting: Any two things that are directly linked to each other. Connecting flights enable a client to change planes to complete a journey. Connecting rooms or cabins allow guests to move from one to another without going out in the hall.

Consolidator: A company that buys travel products wholesale and sells at reduced rates.

Continental breakfast: This generally consists of a beverage (coffee, tea, cocoa, juice, or milk) plus rolls, butter and jam. In Holland and Norway, cheese, cold cuts, or fish are generally provided.

Continental Plan (CP): A hotel rate that includes continental breakfast.

Corporate rate: A special rate negotiated between a supplier and a company.

Cruise Lines International Association (CLIA): A marketing and training organization composed of most major cruise lines serving North America. CLIA was formed in 1975 in response to a need for an association to promote the special benefits of cruising.

CRS: Computer Reservations System.

CTA: Caribbean Travel Association. An organization supported by various Caribbean governments that promotes tourism to that region.

CTC: Certified Travel Counselor. This designation is awarded by the institute of certified travel agents to travel professionals with five years or more industry experience who have completed a two-year, graduate level travel management course.

Couchettes: Sleeping accommodations provided on some European railroads (mainly French) consisting of a day compartment that may be converted into bunks for four passengers. Pillows and blankets are provided. There is a slight additional charge above railroad fare.

Coupons: Documents issued by tour operators in exchange in which travelers receive prepaid accommodations, meals, sightseeing, trips, etc. Also referred to as vouchers.

Courier: A professional travel escort. Same as tour leader, tour escort, tour manager, and tour conductor.

Currency: That which is current as a medium of exchange; the money in actual use. Currency converters are invaluable to the international traveler. Most carriers will provide this information or prepackaged money kits can be purchased from major banks containing local currency of the country to be visited.

Currency code: A three-letter code for the monetary unit of the country.

Cursor: A symbol on the CRT screen that indicated the next position in which the computer will display something.

Customs: Duties or tolls imposed by law on imported, or sometimes, exported goods. International passengers must pass through customs of each country visited upon arrival and departure. Generally, they will be asked to present passports, health certificates and to declare the amount of currency carried and purchases made during their visit.

Day rate: A special rate for use of a hotel room by day only

DBA: Doing Business As. Used when the corporate name of a company is different from the business name.

Debarkation: To exit from the ship.

Deadheading: Operating any vehicle, plane or ship empty to reposition it. Also used to describe any non-revenue passenger.

Deck Plan: The diagram of a ship illustrating locations of public areas, staterooms, etc.

Dedicated Line: A communication line.

Demi-pension: Hotel accommodations, which include continental breakfast and either table d'hote lunch or dinner in the price of the room. Same as modified American plan.

Denied Boarding: The practice of refusing to accept confirmed passengers usually because space is filled by the time they arrive at the check-in point. These passengers may or may not be eligible for compensation depending on the circumstances.

Departure Tax: A tax imposed by countries when you depart. In some cases, as in the United States, this tax may be added to your airline ticket cost. In other countries, you pay the tax at the airport when departing.

Deposit: The partial payment required to confirm a reservation. Deposits may be partially or fully refundable if the customer cancels with enough advance notice.

DIT: Domestic Independent Tour.

Direct Flight: A flight from origin to destination that makes one or more intermediate stops. Passengers do not have to change planes. Also called through flight.

Domestic: Pertaining to one's own country or nation.

DOT: Department of Transportation. The federal agency of the United States that regulates domestic transportation. DOT took over most functions of the Civil Aeronautics Board (CAB) in 1985.

Double: A hotel room with one double bed. Sometimes used to mean a room designated to accommodate two people.

Double/double: Hotel room with two double beds.

Double occupancy: The per person rate if two people share accommodations. Sometimes called basis two.

Downgrade: To move a passenger/client to a lower class of service or accommodations.

Downtime: Period when a computer is not operating.

Drop-off charge: A fee added for returning a rented vehicle to a different location other than the one where it was picked up.

Duty Free: Governments sometimes permit certain goods to be sold to international travelers without paying the duties or local taxes.

Efficiency: A hotel or motel room with limited housekeeping facilities.

Embarkation: Entering or boarding a ship.

Emigration: The process of leaving one country to settle in another.

Endorsement: The written authorization of a carrier to change the carrier specified on a passenger ticket. This is most commonly required on an international ticket.

English Breakfast: This type of breakfast is generally served in the British Isles. It could include fruit or juice, cereal, bacon, eggs, sausage, kippers, toast, butter, marmalade, and tea or coffee.

Enhancement: An improvement to an existing CRS or computer software program.

Escrow Account: An account supervised by a bank or a financial institution. Funds paid into the account are frozen for safekeeping until the service has been provided. Client monies for charters frequently go into escrow accounts until the trip is completed.

ETA: Estimated time of arrival.

ETD: Estimated time of departure

E-ticketing: The process that offers electronic reservations rather than issuing paper tickets.

Eurail Pass: Low cost ticket that gives unlimited first-class rail travel throughout all Western Europe. Must be purchased in advance before arrival in Europe, and valid 30, 60, or 90 days.

European plan: Hotel accommodations with no meals included in the cost of the room.

Exchange Orders: During the formative period of a new travel agency, envelopes are issued by each individual airline to be used for the purchase of tickets until the appointments have been received and ticket stock has been issued. These exchange orders are completed with the reservation status of the client, a check for full payment is inserted and given to the airline in exchange for the ticket. The sale is then credited to the travel agency. A copy is kept by the travel agency and after approval by the conferences, the agency will present these copies for retroactive commissions.

Excursion Fares: Promotional fares usually for a round trip for a specified length of time - 21 days, 30 days, etc.

Extension: An optional addition to specified arrangements.

FAA: Federal Aviation Administration. The agency of the United States Department of Transportation responsible for civil aviation. The FAA concentrates on passenger safety, aircraft certification, pilot licensing and air traffic control.

Familiarization Trip: "Fam trip." Airlines, tour operators, cruise lines, foreign tourist bureaus, hotels, and resorts invite travel agents to visit specific areas as their guests at a very low rate.

Fare: The amount charged by the carrier for the carriage of the passenger and his/her baggage for the class of service to be provided.

Fares, Constructed: A fare other than the published fare which may be used for a specific routing by combining fares over other possible routes.

Federal Aviation Administration (FAA): The government agency responsible for air safety and operation of the air traffic control system.

Fictitious Construction Point: A point (other than a more distant point) not on the passenger's itinerary but used only for the construction of a fare.

Final Itinerary: The schedule provided for the client which spells out in great detail the exact program mapped out for him/her, including flight or train numbers, departure time, etc.

FIT: Foreign Independent Tour. A custom designed, prepaid tour with many individual components.

Flag Carriers: Any carrier designated by a country to serve its international routes. Most countries have only one official flag carrier. The United States has many.

Fly/Drive Package: A tour includes a car rental and hotel accommodations.

FMC: Federal Maritime Commission. An agency of the Department of Transportation (DOT) responsible for regulating the transportation of passengers and cargo at sea.

Foreign: Not domestic or native.

Forward: At or near the front part of the ship.

Free Sale: Permits a specified number of sales against a principle.

Frequent Flyer Program: A plan offered by airlines to award bonuses, such as free travel or upgraded service to paying customers based on the number of miles they fly with their specific airline. Participation in these plans is optional.

Fuel Surcharge: An additional fee added to a fare by an airline to cover the increased cost of fuel.

Front of the house: The part of the hotel or restaurant that the guest sees.

Galley: A kitchen on a ship or plane.

Gangway: A ramp or other device used when passengers embark or disembark a ship.

Gateway City: The last city of departure or the first city of arrival from one country to another.

GIT: Group Inclusive Tour. Usually uses the G.I.T or "GIT" fare that requires a specific number of passengers who must travel together.

GMT: Greenwich Mean Time. The reference point for all of the world's time zones is found in Greenwich, England.

Gratuity: A tip. Optional payment for services as to a waiter, waitress, or chambermaid. Gratuities are usually expected on cruise ships and are given to the waiter, busboy, and cabin steward.

Ground Arrangement: All services covering surface travel. Hotel accommodations, meals, transfers, sightseeing, guide services, entrance fees, gratuities, etc. Does not include transportation. Also referred to as land arrangements.

Ground Time: The time spent on the ground waiting for connecting flights.

GRT: Gross Registered Tonnage. A measurement of ship's enclosed space. One GRT= 100 cubic feet. Since GRT reflects interior space, comparing GRT's is often the best way to compare the size of ships.

Guaranteed Airfare: A fare, guaranteed not to increase, charged for tickets purchased in advance. A cancellation or change may involve a financial penalty.

Guaranteed Departure: Departure is guaranteed (provided the tour is not cancelled before a stated cutoff date).

Guesthouses: Also known as "pensions". Similar to a small hotel.

Guide: Someone who is licensed to take paying guests on a local sightseeing excursion.

Guided Tour: Usually refers to half or an all-day sightseeing tour.

Half-board: Hotel accommodations that include full breakfast and/or lunch or dinner in the charge.

Hardware: The name for pieces of physical equipment used in the automation process.

Head Tax: A fee some countries charge a passenger upon arrival or departure.

History: Computer jargon signifying the record of reservation changes.

Hospitality Suite: A room or suite in a hotel used for entertaining during conventions or meetings.

Host System: An airline's computer reservation system (CRS) that is marketed to travel agencies.

Hotel Representatives: A company or corporation, and sometimes, an individual who is appointed by a hotel to publicize the property and take reservations.

Hotel Staff: The part of a hotel or cruise ship's staff concerned with serving clients/passengers directly.

Hotelier: The owner and operator of a hotel.

Hub and Spoke: The airline practice of using certain cities as connecting centers for feeding flights.

IATA: International Air Transportation Association.

IATAN: International Airline Travel Agent Network. Acts as the link between travel agents in the United States and the international airlines serving the U.S. market.

ICAO: Institute Civil Aviation Organization. A special agency of the United Nations and the international equivalent of the FAA that standardizes training and procedures.

ICTA: Institute of Certified Travel Agents.

Immigration: The formalities associated with entering a country.

Inaugural: The first service over a new route or with new equipment.

Inbound Travel: Return travel from the destination back to the original point of departure. Also refers to foreign travelers visiting the United States.

Incentive Air Tour: Same as an advertised air tour except that, because it is offered as a prize by a specific organization and paid by the organization, no general promotional literature is necessary and does not have to list prices in their literature.

Inclusive Tour Price: This term is generally used to signify that it includes both the cost of transportation and tour ground arrangements.

Independent Tour: This prepaid, prepackaged tour is the least structured of all tour types. Typically, it offers just air travel, hotel accommodations and one other feature. There are no group departures or group activities.

Infrastructure: The network of highways, utilities, airports, entertainment, stores, etc., that makes tourism possible.

Interface: Links between different computer systems that allow the systems to communicate with each other.

Interline Agreements: Agreements between two or more airlines covering the transportation of passengers and the transportation and transfer of baggage. Interline agreements allow a passenger flying on two different airlines to use just one ticket.

Intermodal Travel: Travel using two or more modes of transportation; air, motorcoach and ferry, for example.

IT number: Inclusive tour number. The code used to identify a tour that conforms to IATA regulations. No longer required for tours within the United States, tour operators continue to use it numbers as a convenient way to distinguish between similar tours.

Itinerary: The route or course of travel from place to place. This term is also used when referring to the client's reservation sheet.

ITX: Independent Tour Excursion Fare. Indicates a fare that may be available to passengers who prepay a land package. Unlike the GIT, passengers flying on ITX fares may travel independently.

I.U.O.T.O: International Union of Official Travel Organization (tourist boards), now known as the world tourism organization.

Joint Fare: A fare that permits travel on two or more different airlines, used basically as a competitive device to increase market share.

Lanai: A room with a balcony/patio that is close to or overlooks water or a garden. The term originated in Hawaii.

Land Price: Cost quoted for your ground arrangements only. It is the practice of reputable tour operators to specify in detail, in their brochures the services which are and in which are not included in the land price.

Leeward: The direction away from the wind. The Leeward Islands are a group of islands in the Caribbean. The leeward side of an island is the less windy side.

Leg: The portion of a journey between two scheduled stops.

Lido: The term used internationally for a fashionable beach resort.

Load Factor: The percentage of space actually occupied.

Local Fare: A fare published by one airline for travel solely over its own routes. Fares from code-sharing partners are published as a code-carrier's local fare rather than as a joint fare.

Lower: A berth on a ship or train that is underneath another berth.

Manifest: A document listing the passengers or goods on an airplane or ship.

Modified American Plan (MAP): A hotel rate that includes two meals, usually breakfast and dinner. Also called demi-pension.

MCO: Miscellaneous Charges Order. An accountable document issued by a travel agent or an airline as proof of payment for specific surface transportation, land arrangements for inclusive tours, car rentals, hotels, and deposits.

Midships: Officially, the center of a ship from front to back.

Multi-access: A computerized reservations system that permits the user direct access to the database of more than one carrier.

Murphy bed: A bed that folds into the wall when not in use.

Net Rate: A rate given by a wholesaler to a retailer to which the retailer adds a markup before selling the product to a customer.

No-Rec: No record. When a supplier cannot find a record of a reservation for a client who holds tickets that indicates all is in order, the situation is called a no rec.

No Show: An airline passenger or hotel guest who fails to use or cancel a reservation.

Nonrefundable Ticket: An airline boarding pass for which you cannot change the dates and cannot return because of its low cost.

NPTA: National Passenger Traffic Association. An association for managers of corporate travel departments.

NTA: National Tour Association. A trade association of United States tour operators and wholesalers.

NTO: National Tourist Office. An agency sponsored by the government of its country, dedicated to promoting tourism and shaping tourism policy.

NTSB: National Tourist Safety Board. An autonomous government agency that develops safety standards for all public transportation and investigates accidents.

Observation Car: A railroad car specially designed for sightseeing.

Occupancy Rate: The percentage of the total number of available beds or rooms actually occupied.

Off-line: Referring to a destination that a carrier does not serve.

On-line: Referring to a destination that a carrier serves.

Open jaw: A trip essentially of a round-trip nature but different because the trip includes a surface segment.

Open Ticket: A ticket that is valid for transportation between certain points but has no specific flight reservation. The passenger secures the reservation later. Air tickets can be issued with a confirmed outbound portion and an open return.

Option: A tour activity offered at extra cost.

Option Date: The date by which a person must make a financial commitment to an air/cruise/or tour reservation or lose the space.

Outbound Travel: Travel from the point of departure to the furthest destination.

Overbooking: The practice of accepting more reservations than there are airline seats or hotel rooms available to ensure against no-shows. Hotels that are overbooked usually try to find alternative but equal accommodations for a client. The hotel process for this is called walking the guest.

Packaged Tour: The package usually consists of the minimum requirements for an “advertised air tour” - accommodations, transfers, or car rental, plus a sightseeing tour or dining plan.

Parlor Car: A railroad car with individual swivel seats and food and bar service.

Part-Charter: A charter or part of an aircraft, cruise ship, or other transportation that is engaged in regular scheduled service.

Passport: The basic official document issued by a person’s own country. It is necessary for travel to most foreign countries.

Passenger Facility Charge (PFC): A head tax allowing US airports, to impose a fee to be used for federally approved airport improvement. Airlines collect the tax and remit the funds to the airports.

Pax: Abbreviation for passenger/passengers.

PATA: Pacific Asia Travel Association. Organization of government and business representatives that promotes travel to the pacific area.

Pension: A French word widely used throughout Europe meaning guesthouse or boarding house. Usually includes all meals in the rate, but does not offer a menu. Often located in the outskirts of a city at more reasonable prices than most hotels.

Per Diem: A daily charge or the cost of the whole divided by the number of days to obtain an average daily cost.

Pitch: The distance between rows or seats on an aircraft. Also, the rise and fall of a ship at sea.

PNR: Passenger Name Record. The computer term for the automated client file.

POE: Port of Embarkation.

Point to Point: Refers to the fare construction principle of charging from one stopover point to another.

Pool Route: An arrangement more common in Europe than in the United States whereby two carriers, usually airlines that fly the same route, share equally their total revenues, borrow planes, and crews from each other. They may also share check-in facilities.

PORT: The left side of a ship when you are facing the bow. Also, the place in which the ship docks.

Port Charges: Charges levied by a port on each arriving or departing passenger. Port charges are not normally included in the cruise price; they are collected by the travel agent and remitted to the cruise line. Often called Non-Commissionable Fare, or NCF.

Porterage: The handling of baggage at airports and in hotels. Usually included in the cost of a tour for a specified number of bags only.

Positioning: Moving an aircraft, ship, bus, or other transportation vehicle to another location.

Registration: The completion of the registration paperwork process before a guest's arrival. This service is very useful for handling tours and meeting groups.

Printer: The piece of computer hardware that prints the information stored in the computer onto the ticket, invoice or voucher.

Promotional Fare: A fare designed to attract passenger who would not otherwise travel.

Proof of citizenship: A document that establishes nationality to the satisfaction of a foreign government. Such a document is necessary for obtaining a passport.

Pseudo PNR: A phrase used to describe information stored in an airline computer using a PNR format. It is called pseudo because it does not include an air reservation. It can deal with other types of sales such as cars, hotels, tours, cruises, insurance, etc.

PTA: Prepaid Ticket Advice. A form used when an individual in one city wishes to pay for an air ticket to be picked up by an individual in another city.

Pullman: A sleeping car on a train.

Qualifier: The person in each travel agency who qualifies the office to open and stay open for business by meeting ARC's requirement for demonstrated knowledge and at least two years' full-time experience with at least one year's' experience in airline ticketing within the last three years.

Queue: A computer's electronic tickler file.

Rack Rate: The official posted rate for each hotel room.

Rate Desk: The department of an airline in which complex airfares are computed.

Reception Agent: A tour operator or travel agency that specializes in providing services to incoming passengers. Also known as a ground operator.

Reconfirm: The passenger advises the airline that he will use the reservation for his/her onward or return flights. The requirement for most international tickets is that the reconfirmation is made within 72 hours before the passenger continues with the journey.

Registry: The nationality of a ship according to its entry in a register, an official written record. Ships are registered in particular countries for tax purposes and fly the flag of that country. The country of registry is not necessarily the same as the nationality of the ship's owners or crews.

Reservation: A request for a seat on a plane, a hotel room, car rental, cruise berth, etc. made in advance for the customer.

Responsibility Clause: The section of a brochure that details the conditions under which the brochure's arrangements are offered for sale.

Resort Hotel: Provides recreational facilities and meals in addition to the sleeping accommodations.

Retailer: The travel agent is actually the "retailer" of the travel services provided to the clients by the agent's principals (supplier).

Roll: The sway of a ship from side to side.

Routings: Airline road maps. A list of the intermediate points between origin and destinations cities in geographical sequence. Airlines publish routing for each city pair and each pair.

RPM: Revenue Passenger Mile. A unit of measurement in the airline industry: One passenger carried one mile.

Run-of-the-House: (ROH) accommodations guaranteed at a specific rate. The hotelier must put up the guests in any rooms that are available even if they are normally sold at a higher rate. Similar to the "guarantee" given by cruise lines.

SATA: South American Travel Association. An organization of government tourist offices, airlines, tour operators, hotels, and travel agencies specializing in South American.

SATH: Society for Advancement of Travel for the Handicapped.

Scheduled Airlines: An airline that publishes a tariff and operates flights between given points on a regular schedule. In international service, most scheduled carriers belong to IATA. In the USA domestic service, most are members of ATA (Air Transportation Association).

Seasonal Rates: A pricing structure that allows prices to vary depending on the time of year or consumer demand.

Sector: The portion of travel between two fare-break points. Sectors are made up of one or more segments or legs.

Segment: A leg, or group of legs essentially continuous travel.

Service Charge: A fee added to a bill, usually in a hotel or restaurant, to cover the cost of certain services as a substitute for tipping. Also, an advertised fee that agencies may elect to charge clients for services.

Share Fare/Rate: Fares or rates given to single travelers who indicate a willingness to share accommodations, providing a roommate can be found by the tour operator, cruise line, or hotel.

Shore Excursions: Land tours of ports of call sold by cruise lines or tour operators to cruise passengers. Shore excursions are usually available at each port of call.

Shoulder: A travel season between high/peak and low/off peak.

Shuttle: Continuous bus transportation between airport terminals. Also, a no-reservation guaranteed air service on heavily traveled routes.

Sine: A set of initials or numbers that constitutes a reservation agent's identification symbol.

Single: Accommodations designed for one person. In Europe, a one-way journey or ticket.

Single Supplement: The additional amount charged to the single traveler for a private hotel room or cruise cabin.

Slot: The time a plane lands, is at a gate, and then departs.

Space: Availability of seats or accommodations.

Space Available: Confirmation of a reservation, subject to availability at the last moment. Space available is similar to standby and is sometimes called "subject to load".

Split Charter: A charter shared by several groups.

Standard Tickets: An air ticket issued by travel agents that is valid for travel on any ARC member airline and on other designated carriers.

Standby: A passenger on a waitlist, or one prepared to travel if space becomes available at the last moment. Passengers may sometimes buy a reduced-rate standby ticket even though guaranteed reservations at full fares are available.

Starboard: The right side of the ship when you are facing the bow.

Stateroom: A cabin on a ship.

Stern: The very rear of the ship.

Stopover: An international interruption of a journey. In the United States, a stopover occurs when a passenger arrives at a transfer point and fails to depart within four hours.

Studio: A hotel room with couches that convert into beds.

Suggested itinerary: A preliminary itinerary provided by tour operators or travel agents. This generally shows routing and approximate times as well as recommended hotels, suggested sightseeing excursions and spells out the conditions under which these services will be provided.

Supplement: An additional charge for special needs. The price of most tours is based on double occupancy, and single passengers may pay a supplement.

Supplier: The source of travel arrangements, which can be airline, hotel, cruise line, car rental firm, tour operator, etc. also called a carrier.

Surcharge: An additional payment imposed by a supplier, either at certain times of the year, or to meet exceptional circumstances, or to provide special arrangements for a client.

Surface Segment: Referring to a section of trip itinerary traveled on land in combination with airline flights.

Table D'Hote: A complete menu from which deviations may not be made without incurring additional charges.

TACOS: Travel Agents Computer Society. Information-gathering service for the automated travel agency, serving suppliers of automation to the travel industry.

Tariffs: Published for the express purpose of indicating the rules, regulations, fares, and charges of all participating carriers. An airline tariff is the only official reference when quoting fares to a passenger.

TBA: To Be Assigned. When specific arrangements are pending confirmation or cannot be confirmed in advance.

Tender: A boat used to transport passengers from a ship to shore and back when the ship cannot dock.

Through Fare: A fare between two cities that is constructed over intermediate connecting and/or stopover cities.

Ticket: When completed and validated correctly, the ticket is the contract of carriage between a carrier and the customer.

Ticketing Deadline: The date by which a person must pay for a ticket or lose the reservation.

Ticket Imprinter: A device that validates a manually written ticket with the date of issue, the identification of the issuing agent, and the name of the carrier for which the ticket is issued. Computer-written tickets are validated by the computer.

Ticket Stock: A blank airline tickets used by airlines and travel agencies that become contracts of carriage upon proper completion.

Tour-basing Fare: A reduced, round-trip fare available on specified dates and between specified times, only to those passengers who purchase pre-planned, pre-paid tour arrangements prior to their departure.

Tour Conductor: Also called courier or escort. An individual qualified by experience to assume the responsibilities of accompanying a group and of relieving the tour members of the bothersome details of checking reservations, looking after baggage, tipping porters, handling hotel check-in and check-out details. In the case of tours visiting foreign countries, the tour conductor must also be fluent in several languages.

Tour Organizer: An individual, usually not professionally connected with the travel industry, who organizes tours for special groups of people.

Tour Package: A travel plan that includes most elements of a vacation, such as transportation, accommodations, and sightseeing.

Tourist Board: An office maintained by a government (city, state, or foreign country) to promote tourism to that particular area.

Tourist Card: A kind of visa issued to travelers before they enter certain countries. This card may or may not be required in addition to a passport or other proof of citizenship.

Transfer: The service provided travelers when they arrive and leave a given city that takes them from the airport, air terminal, pier, or railway station to their hotel and vice versa, generally accompanied by the local representatives of the American tour operator who planned the tour. There is a tremendous variation in cost, depending on whether transfers are carried out by private, chauffeur-driven car or by taxi, and whether the transfer is provided between airports and downtown air terminals, or between the airport and directly to the hotel.

Transportation Tax: A tax levied by the government of a country applying to the price of services rendered to the public by a common carrier.

Travel Agent: An individual working in the travel industry, serving as a counselor/consultant to the traveling public and as a salesman of the travel product for the industry suppliers.

Twin: A hotel room designed for two people, with two beds.

Upgrade: To move to a better class of airline service, cruise cabin or hotel room.

Upper: A berth on a ship or train above another berth.

USTOA: United States Tour Operators Association. A trade association of quality tour operators based in the United States, offers tours all over the world and work mainly through retail travel agencies.

Validation Plate: Airline identification plate - under the standard ticket plan, each individual airline issues to the travel agency a “plate” showing the airline name and code. The travel agency’s name, address, and ARC number is on the validation plate issued by the Airlines Reporting Corporation when the agency’s appointment is approved.

VAT: Value Added Tax. A government imposed tax.

VISA: A permit to enter a foreign country, issued by the government of that country and is recorded in a person’s passport.

Voucher: Documents issued to confirm arrangements. Vouchers may be introductory only, confirming a deposit, or for full prepayment.

Wait List: A list of people seeking a travel service that is sold out.

WTO: World Tourism Organization.