

Navigating the Waves of Charging Fees

December 19th, 2023



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NETWORK

Angela Adto Tepper

AZA Luxury Travel – TEN Top Performer



Angela is very passionate about sharing her love of travel. Having journeyed to all seven continents, she has made many amazing memories by exploring the classic and exotic locations of our world. She takes an incredible amount of pride in giving clients a personalized travel experience, offering unparalleled service with impeccable attention to detail.

Angela is a Condé Nast 2023 Legacy Top Travel Specialist and has been for the past three years. She has been featured in Forbes, the NY Post, the Washington Post, National Geographic, Brides, and the ZOE Report. Aside from being a travel advisor, she leads yoga retreats as a certified RYT 500 yoga teacher to breathtaking destinations that she loves sharing with clients.

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1. Why do you feel some Advisors are anxious about charging fees?
How do we overcome that mind set?
2. Is it ever possible to start charging fees with a client of long-standing?
3. Should I walk away from any new clients looking to negotiate my fees down to a lower amount?
4. Should my fees increase as my experience in travel grows?

Different Types of Fees

There are several different types of fees an advisor can choose to charge:

- Per service charge such as per air ticket or per hotel room
- Product specific fee such as the VIP 24/7 Package offered by TripArc
- A cancellation charge for cancelled services or itineraries
- A plan type fee determined by the number of itinerary options offered
- A specialty fee determined by the type of travel, i.e., honeymoon, large group, wedding, etc.
- A subscription service entitling the client to specific, set number of hours that you'll provide them throughout the year.



Qualities of a Trusted Advisor

- Well-traveled and shares educational experiences with clients and peers
- Connected to the industry with valuable contacts that improve the client experience
- Engaged in agency and supplier training to keep up on trends and products
- Embraces travel booking and communication technologies to improve client service and connectivity
- Empathetic and understanding of client needs, preferences, and motivations for travel
- Available and visible to clients and suppliers, responds quickly and supports travel needs in progress
- Financially savvy to provide best value and security of client's funds
- Seeks feedback and wisely actions complaints to improve future experience



Realize Your Value!

Don't Work For Free!

- Years of Investment in learning, world travel, and business contacts are valuable and worth money
- Your relationships with suppliers and agency leverage makes client travel better
- Supplier commissions are not increasing, actual yields are shrinking. How else do you give yourself a raise?
- Time spent researching isn't compensated by suppliers, so you are working for free.
- Transactions such as air are skilled, time-consuming endeavors that include agent risk, so why ticket for free?



Talking to Clients About Fees

Do presume the client knows you aren't free: "You are probably wondering how we are compensated, so let me review that with you now."

Do consider a "plan to go" model: For some touchy clients, have a fee that isn't charged unless they don't go.

Do consider an upfront fee model: This is charged at the outset, covers all initial research time and isn't applied to the rest of the trip cost.

Do consider a cancellation fee: Especially for bookings where there is no commission protection. Add the fee into their insurance coverage.

Do always charge for transactions: Make a habit of fees on air and rail tickets. Consistency makes for comfort.

Do disclose fee: Adding them to wholesaler bookings without telling the client could bite you!

Do be flexible and kind: Maybe waive partial charges for multiple pax on same PNR. Maybe reward a client referral with a waived fee.



Talking to Clients About Fees

Don't be a toll collector: Fees to clients aren't punishment or compensation for low supplier commissions.

Don't be sorry: You don't **HAVE** to charge a fee; you are proud of your work and it's well worth it.

Don't be a cab driver: Unclear charges or a running meter create mistrust, best to set a fee and live with it.

Don't undercharge: \$25 for a \$3,000 air ticket or \$100 for an FIT doesn't speak to your value.

Don't change the rules: If you didn't charge a fee upfront, you lose trust asking later. Approach the subject early and clearly and confirm in writing.



Fee vs. Markup

What is the difference?

A fee is an upfront amount charged to the client for services rendered during the planning of or execution of travel. The client agrees to this fee prior to any quotes or itineraries offered and understands your terms and conditions for this fee.

A fee is also typically a separate line item on the statement or invoice presented to the client.

A markup is an amount added to the original cost of a service to increase your earning potential. A markup is not shown as a separate line item and can be charged in conjunction with a fee.



Travel Edge Network Suggested Fee Schedule

AIR	Domestic Air Fee	\$40/person
	International Air Fee	\$60/person
	Air Change Fee (exchanges, refunds, modifications)	\$35/person
CONSULTATION FEE BUNDLES	Basic Itinerary planning, a few interactions, straight forward	\$150/booking
	Standard Itinerary planning with a few options, 2-3 services, basic day by day	\$250/booking
	Full Service Multi-service trip planning, coordinate multiple flights, activities, dining, VIP, 24/7 support included	\$300/booking
	Specialty Honeymoon, birthdays, anniversaries, multi-generational, multi family members, intricate details, 24/7 support included	\$300/booking

Adding Fees in ADX



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Service Fees Tab

Every single ADX reference has a tab dedicated to Service Fees where you can customize, add, or remove fees for the specific trip.

The screenshot displays the ADX Travel Edge Network interface. At the top, the navigation bar includes the ADX logo, links for Home, Clients, and Resources, a search bar with the placeholder text "Cruise ID, ADX Ref, PNR, or Invoice #", and a user profile dropdown for "beth admin". The main content area is titled "Round Trip Flights: New York - London" with the dates "Tuesday, March 12, 2024 - Sunday, March 17, 2024". Below this, the ADX reference "2IKHDK" is shown along with links for "Archive", "Link Bookings", and "Sync Status". A red arrow points to the "Service Fees" tab in the navigation bar, which is highlighted in blue. Other tabs include "Trip", "Client & Travelers", "Payment", "Manage" (with a red notification badge), and "Admin". To the right of the tabs is a "Refresh Quote" button. Below the tabs, the "Trip Name" field contains "Round Trip Flights: New York - London", and the "Dates" section shows "03/12/2024" and "03/17/2024" with calendar icons. An "Add details/notes" link is also present. The "All Services" section shows a list of services, with the first entry being "Round-Trip New York to London" with dates "Mar 12, 2024 - Mar 17, 2024". This entry has a "Rename" link, a "BOOKED" status, and a "Ticket Flight" button. At the bottom, there are buttons for "Add ADX Service", "Add non-ADX Service", and "Send Itinerary".

Service Fees Tab

Every single ADX reference has a tab dedicated to Service Fees where you can customize, add, or remove fees for the specific trip.

ADX[Home](#)[Clients](#)[Resources](#)

Bookings ▾

Cruise ID, ADX Ref, PNR, or Invoice # 🔍

👁️

beth admin ▾

Round Trip Flights: New York - London

Jonah Smith

Tuesday, March 12, 2024 - Sunday, March 17, 2024

Advisor: Beth Curran

ADX Ref. 2IKHDK | [Archive](#) | [Link Bookings](#) | [Sync Status](#)

PART BOOKED

Trip

Client & Travelers


Payment

Service Fees

Manage ¹

Admin

Refresh Quote


 ADD A PLANNING FEE

Planning Fee

You have added **Professional Travel Planning Services** to in the amount of **USD \$150.00**.

ACTIVE

[+ Create a new Planning Fee](#)

 FEE TYPES

Planning Fee

1 added

Selected

Change Fee

1 added

Select

Custom Fee

1 added

Select

[VIEW TE SUGGESTED FEES](#)

Add ADX Service ▾

Add non-ADX Service ▾

Send Itinerary

Setting Fee Templates in Profile

Advisors also have the option to set up default templates in the Fees & Markups section of "My Account".

ADX Home Partners Clients Resources Bookings ▼ Cruise ID, ADX Ref, PNR, or Invoice # Search Beth Curran ▼

Home > My account

My account

General Profile Communication ADX services Fees and markups Branding Authorized users Settings

Personal information

This information won't be displayed in the communication with the clients.

Email	beth.curran@traveledge.com	
Phone	(212) 265-8420	
Mobile		
Fax	(212) 265-8753	
Address	Address line 1	230 Park Avenue, 3rd Floor West

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ADx Home Partners Clients Resources Bookings ▼ Cruise ID, ADX Ref, PNR, or Invoice # Search Beth Curran ▼

My account

General Profile Communication ADX services Fees and markups Branding Authorized users Settings

Fees

Planning fee agreements

+ Add new fee

Default fees will appear in all new itineraries you create. These setting will be applied to all new itineraries only.

Did you know?
Fees are displayed on the cost summary that client receives as a separate item.

Planning fee	
INCLUDED	
Professional Travel Planning Services	150\$ USD
description of servies	

New fee

Fee type

Fee name

Amount Currency

Taxes will be calculated based on the client location.

Description

☐ Display as suggested fee

Suggested fees aren't added automatically to the itinerary cost, they are displayed on the Payment page as a suggested fee that you can add to the itinerary.

Cancel Add new fee

Client Documents

Fees display as separate line items on invoices and in itinerary pricing tables.

Item	Cost	Taxes and Fees	Total Cost
Round-Trip New York to London	\$331.00 USD	\$652.70 USD	\$983.70 USD
London's East End: Historic Pubs and Rebels - Private Walking Tour	\$705.55 USD	\$0.00 USD	\$705.55 USD
Travel Select Plan	\$270.00 USD	\$0.00 USD	\$270.00 USD
Professional Travel Planning Services	\$150.00 USD	\$0.00 USD	\$150.00 USD
Total	\$1,186.55 USD	\$652.70 USD	\$2,109.25 USD

Item	Cost	Taxes and Fees	Total Cost
DUKES LONDON	£1,660.00 GBP	£0.00 GBP	£1,660.00 GBP
Total	£1,660.00 GBP	£0.00 GBP	£1,660.00 GBP

Adding Markup in ADX Today (Merchant of Record Invoice)



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MoR Training Available

There is a very short [video](#) available in the Invoicing training course that exclusively covers utilizing the merchant of record invoicing tool.

Vendor Pricing Information

STATUS OF BOOKING*	VENDOR AMOUNT *
Booking ▼	USD 1500
VENDOR CURRENCY *	TAXES & FEES (INC. NCCF)
USD ▼	USD 350
PAYMENT PROCESS*	TOTAL
TE Processes - Merchant of Record ▼	USD 1850
TOTAL OUTSTANDING	
USD 2184	

☐ Base + commission ☒ Cost + markup ☐ Total Cost

MARKUP

USD 250

COMMISSION

USD

MERCHANT FEE

USD 84

CLIENT TOTAL PRICE

USD 2184

Note: Merchant Fees are calculated and added automatically but any additional fees for finance to send payment to the vendor may apply on your advisor statement (e.g. Wire Transfer Fees).

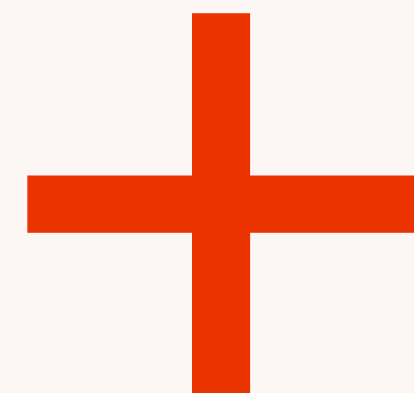
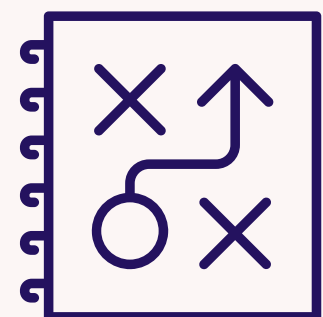
Introducing ADX PLUS



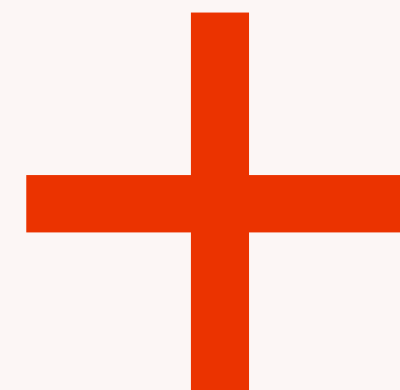
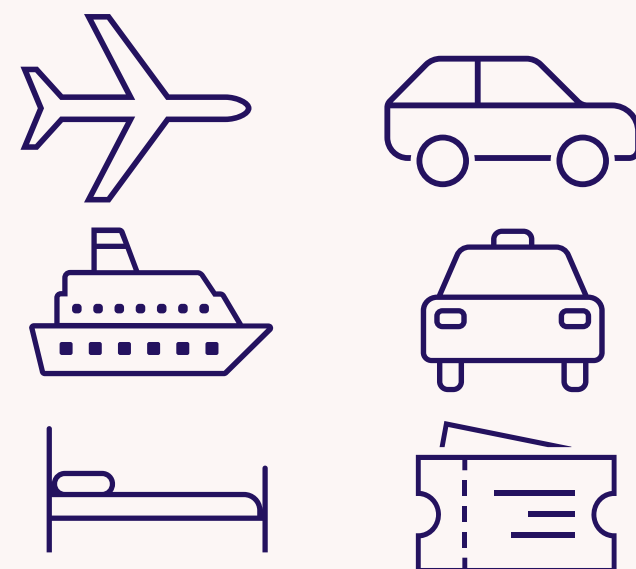
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What is PLUS?

Planning



Bundled Itinerary


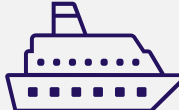




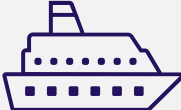






24/7 Support



**TOTAL
TRIP
PRICE**

100% MORE COMMISSION DOUBLE THE PROFIT

	Traditional Cruise Booking	ADX	ADX PLUS
		    24/7 	    24/7 
Booking	\$10,000	\$17,500	\$18,137 (w PLUS)
Agent (70% split)	\$1,360	\$2,365	\$2,738

BUILDING A STRONGER INDUSTRY TOGETHER



✓ **AGENTS MAKE
MORE INCOME**

Questions?



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