



Travel Training Series

Module 1

Basic Principles

And

Booking Procedures

WELCOME TO AMERICA'S TRAVEL COMPANIES, INC.

It is our pleasure to welcome you to America's Travel Companies (ATC), and our ever growing family of Independent Travel Agents (ITAs). You are about to embark upon a business experience like no other, the world of travel. Travel is, without a doubt, the most exciting industry in the world.

As an affiliate of ATC, you have become part of a cutting edge business group that represents the future of the travel industry.

You will also enjoy the vast support network of other ITAs across the nation. I encourage you to become actively involved with ITA meetings and events. You will find experienced ITAs in your area of the country ready and able to assist you in understanding the travel needs in your region. As you increase your knowledge, you will in turn be able to assist new ITAs in the program. It is through this network approach that America's Travel Companies and the ITA community are able to provide a unique environment for each ITA to excel in the travel industry.

In addition to your local ITA support network, you may access up to the minute information directly from America's Travel Companies through our corporate web service. For a small monthly fee, you have access to the latest supplier specials, our web booking service, breaking industry news and a wealth of other information.

Travel industry sales are measured in the trillions of dollars each year. Your earning potential is virtually limitless. Your professionalism, combined with knowledge of destinations and suppliers, will earn you as many traveling clients as you wish. In essence, the more you learn, the more you earn.

We at the corporate office, and the nationwide network of ITAs, are here to help you. We wish you the very best in your new business in the world of travel.

Sincerely,

Leo May, President, CEO
America's Travel Companies

Lisa Nelson, Vice President
America's Travel Companies, Inc.

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PREFACE

America's Travel Companies, Inc. (ATC) has assembled this Introduction to Travel Training Modules as a means to provide insight and information that can be used effectively by our Independent Travel Agents (ITAs) in the development of their travel business. The travel business, the largest industry in the world, is constantly changing. New methods of marketing travel, new methods of controlling ticketing and new airlines, tour companies, charter companies, hotels and sightseeing tour companies enter the travel industry on a daily basis. Our printed manuals are updated periodically. To stay abreast of current changes please visit our corporate web site at www.americastravel.com.

If you are completely new to the travel industry, you should note that this manual is a starting point in your education. Here you will learn the basics and the procedures for booking travel as an Independent Travel Agent with ATC. As a knowledgeable agent you will want to review the recommended travel magazines and periodicals. As your business grows, you may wish to consider certain reference sources that provide in depth information on hotels, cruises and a number of other diversified sectors. The key to travel sales is current knowledge and there are a large number of information support sources available to you as an agent.

 **It is very important to read this manual completely. Not following procedures can result in an incorrect booking or lost commission.**

very important to read this manual completely. Not following procedures can result in an incorrect booking, lost commission or termination. In some instances, unavoidable penalties and/or fees may be required to be paid by the ITA.

If you have questions regarding procedures, be sure to ask your sponsor. If your sponsor isn't able to help you, please call our office. We will be happy to assist you.

In booking travel, it is important to understand your role as an ITA and the role of ATC as your processing and support center. In nearly all cases, you, the ITA, will be responsible for interacting with your clients and booking or reserving space with the appropriate supplier. ATC has developed specific procedures for different types of travel bookings. Therefore, it is

MODULES TEST

After you have completed your study, you are required to submit a short test based on the information in Modules 1-5. To pass the test, you must receive a minimum of 80%. You will find a link to the online test under the New Agent Training Module 5.

Confidentiality

Information and forms contained herein have been developed for the exclusive use of America's Travel Companies, Inc., its employees and associated Independent Travel Agents (ITAs). In accepting this Training Program, an ITA and employees are agreeing not to intentionally disclose the contents, nor to allow it to be copied in whole or in part, except for the use by the ITA to whom it was issued, in any manner, nor allowed to be disseminated in any form to unauthorized persons. ITAs are permitted to reproduce the forms to use exclusively to operate their ITA business.

America's Travel Companies, Inc. reserves the right to make revisions, additions and deletions that will have the same authority as the original text. Updates provided by the corporate office as well as operating memorandums must be inserted in the manual.

The policies and procedures, including forms, contained in this manual are intended for use in all states. However, if questions arise, seek counsel and guidance to be sure you conform to your state and local regulations.

This manual is the sole property of America's Travel Companies, Inc. It must be returned in its entirety to America's Travel Companies, Inc. upon termination or cancellation.

America's Travel Companies, Inc. - Independent Travel Agent Training Program

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GETTING STARTED

INTRODUCTION

It is the intent of this manual to provide basic information for the Independent Travel Agent (ITA) to begin a successful business selling and booking travel. We will cover areas necessary for the ITA to have knowledge of working with travel suppliers, airlines, cruise lines, group development as well as communication with these entities. The manner in which an ITA conducts his/her business must meet the industry regulatory requirements and the policies and procedures implemented by the company. It is our desire to keep the initial basic training program as simple as possible, yet provide enough detail to overcome any fears the ITA may have in working with the public and the providers of travel. In this spirit, we want you to use the information provided to build confidence, and to assure you there are no obstacles that can not be overcome with your determination. The nationwide support network and America's Travel Companies are there to support you along the way.

SETTING UP YOUR OFFICE

Probably the single most important aspect of operating a business as an Independent Travel Agent is having an efficient office from which to work and communicate. We have detailed recommended methods for operating efficiently and effectively from your home.

COMMUNICATIONS – THE PRIMARY CONSIDERATION

As an ITA, you need to consider two communication lines – information to and from corporate, and being available to your clients. Both are important, however proper communication with ATC corporate is required. We strongly recommend you have access to the internet, equipping yourself for success.

First we will consider how you and corporate stay in contact. Confirmations and contracts for your bookings may be sent to corporate by the suppliers via email. These are matched to forms you submit via the corporate website telling us which bookings you have made. We then email the supplier's confirmations on to you, the booking ITA. In today's technology age, many confirmations and contracts can be obtained by you, the booking ITA on the supplier's website as well. You do not need to depend on ATC to forward confirmations, making your business able to run 24/7 on your own schedule. There are several options discussed later on how you might set this up in your home office. **Regardless of the method you use, the ability to send and receive emails is imperative.**

PRESENTATION IS EVERYTHING

If you wish to present yourself professionally, we strongly recommend you invest in business cards and stationary. These are available at a very reasonable cost through Vista Print. Vista Print has a variety of attractive formats.



It is not necessary to use the America's Travel Companies name and logo. As an Independent Travel Agent, you are free to use your own company name and logo. The following rules apply should you choose to use our name and logo.

COMPANY LOGO/NAME

Directly above, below or on either side of the logo, the phrase "Independent Agent For America's Travel Companies, Inc." must appear and be fully legible.

The ATC company logo may only be used according to the following guidelines.

- Directly above, below or on either side of the logo, the phrase "Independent Travel Agent For America's Travel Companies, Inc." must appear and be fully legible. Proper examples are pictured below.
- The ATC name may not appear elsewhere in the heading or footer.
- Your name or your company name must always be included in the header or footer. It must be clear that you are the individual or company represented by the material.
- Under no circumstances may you copy the ATC letterhead or other corporate material to use for your business in any manner.

Except as described above, the company logo and name are proprietary and cannot be used in any manner including advertising, marketing, brochures, flyers, yellow pages, white pages, newspapers or any other media. It is the company policy to review ITA requests and approve materials that meet the standards established by the company. Such approval must be in writing by an officer of the company, prior to any use of the company name and logo. The company has a contractual agreement with each ITA as outlined in their Application Agreements. Any abuse by an ITA, in this regard, may be met with certain disciplinary action.

Proper uses of the ATC company logo:



PROFESSIONALISM

With a professional approach and a positive attitude, you will succeed in your business.

and positive attitude, you will succeed in your business. If a dispute should arise with a supplier, you need to report it in detail to ATC and accept our direction in its resolution.

As an Independent Travel Agent for America's Travel Companies, you are expected to conduct all business with suppliers and your clients, in a professional manner. With a professional approach



WHAT DOES AN INDEPENDENT TRAVEL AGENT DO?

As an ITA, you are authorized to represent America's Travel Companies as an independent travel agent and as such, have the full support of the corporate office, industry suppliers, airlines and cruise lines. The integrity of the ITA is enforced by the association with ATC. The accreditation and credentials are provided by the company. America's Travel Companies longstanding commitment in the business affords many opportunities to the new ITA. Your business card will provide a means for suppliers to verify your position with the company.

USE OF THE AGENCY ARC, IATA, AND CLIA NUMBERS

This is a standard method of identification between agencies and suppliers. The number is confidential and should only be given to suppliers with whom you are booking. Each supplier will ask for one of these numbers so as to identify your affiliation with ATC and to be afforded all the provisions that ATC has accumulated. Under no circumstances should these numbers be given to anyone other than suppliers. This number should never appear on stationary, business cards, or any correspondence with clients.

REPRESENTING ATC

It is important for the new ITA to understand that he/she is an Independent Travel Agent for ATC. The ITA is not employed by ATC, and is not covered by any employment advantages. You will be given a unique agent number, an ITA number, that identifies you as an agent at ATC. This number is not an identifying number with suppliers.



It is literally impossible to know all there is to know as an ITA. This is what makes the business so interesting.

The ITA does not need to be versed in complex document handling and accounting procedures. ITAs

do need to become familiar with rules that apply to fares so they may inform their clients properly. And ITAs need to have a basic understanding of payment and document shipping procedures and the suppliers that employ them. This is not to say that learning the travel business as an ITA is simple. There are thousands of destinations and suppliers. It is literally impossible to know all there is to know as an ITA. This is what makes the business so interesting.

BUILDING YOUR CLIENT BASE

 **Your initial primary market consists of the people you know (Circle of Influence).**

In getting started as a travel agent and conducting business as an ITA, you need to establish a market or client base. We find that most ITAs have a built-in client base they didn't realize was available to them until they became affiliated with the industry. Your primary market consists of the people you know (Circle of Influence). This consists of friends, relatives, neighbors, business associates and social and religious groups you belong to and even persons from whom you purchase products or network with. Very simply, you need to let them know you are a travel agent and would like them to consider giving you an opportunity to service their travel needs in the future. Don't be afraid to ask for their business; this is a business, travel is your product. The following list outlines a few things to consider when establishing your goals and considering sources for travel clients:

1. Listen when people are talking travel. If you happen to overhear or someone is talking to you about an upcoming trip they are planning, always interject your participation in their planning.
2. Make a list of prospects, include everyone you know and offer to handle their travel needs. Mail an Introductory Letter to this list.
3. When you see a travel special you are interested in promoting, whether a special airfare or destination vacation package, make a promotional flyer and mail to your list.
4. Everyone you meet or come in contact with is a potential client.
5. Building group travel packages is possibly the biggest income opportunity for any travel business. Depending on destination and vendor, a group may consist of as few as 10 or more passengers. By contacting your minister, club president, business associates or just a group of friends, you have the potential for creating group business. If you have a destination you would like to promote, research the destination and find out as much as possible then look for interest from your client base.

**The main thing to remember,
IN ALL CASES, nothing is
impossible.**

The main thing to remember, IN ALL CASES, nothing is impossible. As a new agent, you aren't expected to know everything there is to know about travel and travel destinations. DO NOT BE AFRAID

OF ASKING FOR THE BUSINESS. We find that some agents make excuses for their inability to attract clients for fear of not knowing answers. If your client requests any travel arrangement with which you are unfamiliar, or feel insecure in discussing with your client, simply respond, "I'M SORRY I DON'T HAVE THAT ANSWER, BUT LET ME RESEARCH IT AND GET BACK TO YOU". Allow yourself enough time to get the information. 99% of the time, the client is willing to wait for you, provided you fulfill your commitment with a timely response and information needed. You have probably run into a sales clerk or some other person who has asked you to do the same thing. You either said "Fine I'll wait" or "I'm sorry I can't wait". If your client can't wait, PICK UP THE PHONE AND CALL THE TRAVEL OFFICE FOR HELP IF YOU CAN NOT GET AN ANSWER THROUGH YOUR SPONSOR! (provided it is within normal business hours).

The main thing is to remain composed and confident at all times. Simple questions for acquiring appropriate booking information are:

1. Where do you want to go?
2. When do you want to go?
3. Can your travel schedule vary and, if so, by how much?
4. How long do you want to stay?
5. How many people are going?
6. Do you need a Hotel? What class of hotel (Hilton or Super 8)?
7. Do you need a Car? What size (compact, intermediate, full, luxury)

With these answers, you have sufficient information to propose a package or find an airfare. You also qualified them as to their approximate budget by selecting hotel category and car type.

This procedure will become second nature to you and you will automatically respond to inquiries in this manner.

BUYERS VS SHOPPERS

As in any business, you will find those people who really aren't buyers, but will ask you to spend time researching information for them with no intent to buy. One technique we use to eliminate these "shoppers" is to ask them the following:

"GREAT, NOW IF I FIND SOMETHING WITH A GOOD PRICE ARE YOU READY TO BUY"?

If the answer is, "well I'm not sure when we are going" or "I'll have to see if my wife can get off work during that time" or "no I'm really just curious about the cost" ... Then you know you have a "no buy" situation. In this case you make a choice,

1. Don't spend a lot of time researching and,

2. Give a quick response and let the client know that when he gets serious you will spend more time on it.

Now, if the answer is YES, say

"GOOD, MAY I HAVE YOUR CREDIT CARD NUMBER TO SECURE THE RESERVATION". He may not give it to you, but you made your point.

MARKET NICHE

 **The astute agent will always find a way to enhance his or her business through the development of a market niche.**

numerous resources available to find out about these areas of interest. Other ITAs consider their market niche to be a certain group of people to draw from as a resource for the major part of their business. These could be church groups, school groups i.e., school bands or language clubs etc., business groups, i.e. Association of CPA's, Insurance Agents, Real Estate Agents etc. or, perhaps, Senior Citizen groups or Executive/Professional groups. In any event, the astute agent will always find a way to enhance his/her business through the development of a market niche.

Most successful ITAs seek out and pursue certain specialty areas in the travel industry. They may specialize in Cruise Sales, Adventure Programs i.e., hiking, bicycling, hunting, golfing, scuba diving, etc., or perhaps Mexico, Caribbean, Hawaii, South Pacific, the Orient or European destinations. There are

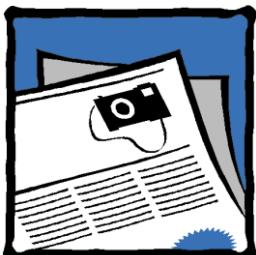
TRICKS OF THE TRADE

The value of repeat clients can not be overstated. You do not need to "re-sell" repeat clients on your capabilities as a travel agent. Once you have established a base of satisfied clients, it is important to remind them that you are available and ready to provide services for them again.

The first step in marketing to your client base is keeping good records. Record their names, addresses, phone numbers, email addresses, where they traveled, class of service, dates, frequent flyer numbers, seating preferences, etc.. This might seem cumbersome when you are starting out and have just a few clients. However, you will be surprised how much valuable information you will have gathered after you have been in the business for awhile.

Now that you have your client "database", you need to consider how to market travel products to them. There are many methods. Here are two tried and true basic tactics to bring your clients back to your door.

- Travel Newsletter – The oldest and least high-tech of all advertising mediums is probably still the most effective for the ITA. It is inexpensive and a single page format will give you 1 1/3 pages of space when tri-folded for mailing. A computer is an invaluable, perhaps indispensable, tool in producing a newsletter. We recommend Microsoft Publisher as it is simple to learn and, if you type your client information into a file, it will produce the letters complete with the client addresses. MS Publisher comes with a number of pre-designed formats for tri-fold newsletters.



What you put in the newsletter depends on your client mix. If you only sell to one area, such as the Caribbean, or only to one type of traveler, such as cruise only, then orient most of the content to that area or sector. We suggest a couple of short columns on destinations and some package specials from suppliers. If you know a client well enough to ask if they would like to contribute a story about a trip you arranged, there is no better advertising of your services.

You can subscribe to supplier email promotions, or check current promotions listed on the ATC website. As part of your membership, ATC provides you with a personal website maintained with updated travel specials from our Preferred Suppliers.

We suggest to send newsletters every one to two months and stay regular with your mailings once you start. Your clients will get used to seeing them on whatever basis you decide upon. Email lists can be assembled rather easily. If you send an email newsletter, you will want to have an “opt out” for your recipients per the Federal Spam Rules

ALL suppliers have free marketing tools on their websites for you to make customizable flyers you can print out or email to your client base with your call to action.

- One-On-One Phone – Within your client base you will probably have a handful of favorites. These are the clients that purchase travel from you regularly and recommend you to others. You want to provide these clients with the best you have to offer because they are advertising you as an agent. We suggest you keep a log of these clients, their travel interests, when you last spoke, what, if anything, was offered, their response and your impression of when would be a good date to call them again.

The reason for calling the client is of utmost importance, and this is where access to the latest supplier specials is vital. The specials provide you with the best reason of all, saving the client money. Suppliers put out specials for two reasons. The most common is that they need to fill space and don't think it can be done without offering a more attractive rate. This is common with cruise lines to fill unsold cabins, and tour operators that utilize chartered airlines and block hotel space. The space costs money used or not, so the price is progressively lowered as the departure date approaches.

The second reason is to promote a new travel product. Although less common, you will see many suppliers offering inaugural rates on new cruise ships or tours to new areas.

The phone approach requires much more care in selecting which client(s) to call on what special. The special needs to be either something they have done and may wish to repeat, or something new that they may want to do. To call a client that cruises Alaska every year with a resort special in the Bahamas doesn't make much sense unless they have expressed an interest in the Bahamas previously.

Your first call to this type of client is important and will determine whether you are able to call them again. Remember, you are intruding on their "space" so to speak. Open with something like "Hello. This is Charlene, the agent that booked your cruise to South America last year. I just wanted to let you know the same cruise line has just released a special rate on their August sailing and I thought you might be interested."

When closing the call, always ask if the client would like you to let them know about future specials that you may find for them. If they say no, take them off your call list. However, if they say yes, and they probably will, it is useful to go on to ask if they know approximately when they would anticipate their next trip. This will give you some idea of when to look for another special and call them. In this day of technology, you may also ask your customer if he would like to be added to your email data base and if that would be the preferred mode of communication.

INFORMATION RESOURCES

 **Using these travel resources to expand your knowledge as an ITA is a major aspect of conducting your business.**

Listed below and on the following pages are ways to increase your day-to-day knowledge of the travel industry and enhance your expertise of meeting and exceeding your customer's expectations.

PUBLICATIONS



Using travel resources to expand your knowledge as a travel agent is a major aspect of conducting your business. Travel publications such as Travel Weekly, Travel Age, JaxFax and Agent At Home magazine, offer print and digital publications that will keep you "in the know" of industry related issues and updates.

SUPPLIER AND ASSOCIATION TRAINING



Probably the most useful travel product training you can receive is through the companies and organizations that service the destinations. There are three groups that supply training to travel agents.

1. The suppliers themselves, i.e. tour and cruise companies.
2. Associations of suppliers that have pooled their resources to collectively provide training.
3. The destinations. These are usually funded by, or actually run by, government departments to promote tourism for their local economy.

There are many training events across the country each month. The best schedule resources are the TravelAge and Travel Weekly publications (see Travel Resource Publications in the Reference section).

SUPPLIER BROCHURES

Supplier brochures are an excellent way to stay abreast of the offerings of tour companies and cruise lines. If you only require a single set of brochures, call ATC to see if they have any in stock. Otherwise, you may order brochures direct from suppliers and have them shipped to an alternate address (your mailing address), please do not *change* ATC's mailing address with any supplier.

You will also find it very common that suppliers are using more e-brochures, found on their websites. These are available 24/7 at your fingertips and allow you to directly communicate the brochure information to your client immediately. E-brochures are also available to format with your personal contact information and email to the client.

THE CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA) PROGRAM

 **The CLIA program provides an excellent education in understanding cruises and techniques for selling them.**

One program in particular that ATC endorses and encourages ITAs to enroll in is the Cruise Lines International Association (CLIA) Cruise Counsellor Certification course. The CLIA program provides an excellent education in understanding cruises and techniques for selling them. Completion of the program provides the ITA with an industry-recognized status as a Cruise Counsellor. With further study in the program, the ITA may earn the Master Cruise Counsellor certification, or the Elite Cruise Counsellor, the "Ph. D." of cruising.

Current program details, schedules and applications for the CLIA program may be found on their website at www.cruising.org.

The procedure to apply for enrollment in the program is:

1. Go to their website at www.cruising.org to sign up.

CLIA will mail your course material directly to you. This generally requires four weeks.

THE ATC CORPORATE WEB SITE

The company web site, www.americastravel.com/agent, offers tremendous information on preferred suppliers, travel specials and travel booking forms. In addition, you can find links to book car, hotel, tour reservations and cruises directly through the Web Site. Any industry news updates will be posted on the website. We suggest you make a habit of logging in to the website regularly, to check for company news and updates, as well as any changes in company policies. All the booking forms necessary to submit for your travel bookings are on the website. It is important that you keep your personal contact information updated there as well.

CORPORATE TRAVEL STAFF



The inside ATC corporate travel staff is available to assist you during regular business operating hours, Monday - Friday 9am-5pm PST. When calling the office, please identify yourself as an agent and provide your name and ITA number. The ATC staff can assist with any questions you may have. The ATC staff are highly trained professionals with many years of travel experience. They are available to offer information and advice in regards to worldwide travel.

Research of suppliers, destinations and fares is the responsibility of the ITA, but the ATC inside staff can offer insight and referral. If you are unable to find a supplier for a given requirement, call us. The ATC staff is also available to assist you with questions regarding your membership.

THE BUSINESS OF SELLING TRAVEL

INTRODUCTION

Making money is a primary concern for ITAs selling travel. It is important that the ITA be aware of vacation products that offer the **HIGHEST COMMISSIONS** and use ATC "Preferred Suppliers" whenever possible. It is the policy of ATC to pay commissions to the agent based on commissions earned by ATC. Therefore, if ATC has a supplier that pays 16% for selling their destination travel products, it would be prudent for the ITA to use them whenever possible. The Preferred Supplier list provided by the company features suppliers that offer more than 10% commission. They range from 11% to 16% but most of them have a sliding scale based on sales volume in order to reach additional commission plateaus. New suppliers will be added from time to time as ATC negotiates better rates with certain suppliers.

PRICING GUIDELINES

All travel bookings made through ATC must be quoted and charged to the traveling clients at the supplier's advertised price. Occasionally suppliers may price their travel products at a cost without commission. When this occurs, ATC requires the ITA follow the procedure for adding a fixed commission percentage. The only exception to this procedure is for International Consolidated Air (explained later).

GROSS Vs. NET

When contacting a supplier, the supplier may think you are sitting in an agency, and understanding the difference between GROSS and NET. It is important to understand the difference. GROSS is the supplier's quoted price. GROSS is the client price. GROSS is what you quote your customer and what your customer pays for the travel booking. GROSS includes commission.

NET is the agency price without commission. Suppliers will refer to the NET price as the agency price. You will want to always ask for and pay for the GROSS price. Under NO circumstances may the ITA collect or pay NET on a booking. Even if the ITA is the passenger, ATC policy does not permit the ITA to pay NET on any booking. Any NET payments made by an ITA may be grounds for termination. At minimum, the individual ITA account will be debited the commission amount and it will be deducted from all future earnings, until paid in full. Please contact ATC for any questions.

WHO MAY BOOK

It is important to understand that only the ITA may conduct business as an independent travel agent for ATC. Under no circumstances may a relative, employee or client book under the agency's ARC or conduct business with ATC. We will accept emergency calls from clients that may not be able to reach you. However, under most circumstances, we will refer the client back to the ITA.

TRAVEL TERMINOLOGY

Several terms you should be familiar with are defined below.

- Domestic Air - Air travel within the 50 U.S. States.
- International Air - Air travel between countries.
- Travel Documents - These are tickets that have tangible value. When presented, they entitle the bearer to fly, cruise, etc., and, if lost, will require replacement at a cost.
- Net - A net fare is a fare quoted by a supplier that does not include any commission.
- Gross - A gross fare is the client price quoted by a supplier including commission.

AIR TICKETS VS TRAVEL PACKAGES

 **If you are successful in finding a tour operator for the itinerary required, you will increase your commission considerably.**

forms.

One of the negative aspects of selling travel is the commission structure offered by most of the airlines. U.S. Domestic air bookings pay no commission at all. As a result ATC suggests adding a service fee to each air only booking, which is commissionable to the ITA. Currently, the minimum service fee is \$25.00. You will find the service fee forms on the website under booking

There are additional approaches for bookings that involve air. The experienced agent will also look into travel packages (air/hotel or air/hotel/car) for their clients rather than the air alone. A good ITA, who is in the business of selling travel, will always ask their client the appropriate questions regarding services required at their destination and then proceed to find a tour operator who can fulfill this need. This generally only works in resort destinations and major business centers, i.e. Florida, California, Colorado, Utah, Nevada, Texas, Arizona, New York, Chicago, Atlanta, and others. By purchasing through a tour operator, the commission structure will be based on gross sales, less taxes, and will not be capped. In effect, if you are successful in finding a tour operator for the itinerary required you would increase your commission considerably.

In summary, Air Tickets vs. Travel Packages, it is sufficient to say that selling domestic air tickets with their restrictions provides minimal profit, while selling tour and cruise packages maximizes your profit.

HANDLING PAYMENTS

 **Client payments must be made payable to the vendor or to ATC.**

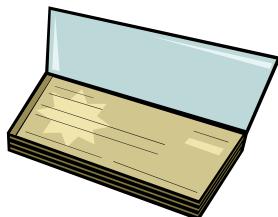
In order to comply with stringent Federal and State regulations in the travel industry, it is imperative that the ITA understands and follows our procedures

for handling client payments for travel. Under no circumstances may an ITA accept cash or checks made payable to the ITA. Failure to comply with these procedures may place the ITA in a legally liable position. In some states, failure to comply may result in criminal prosecution by the state. By following our procedures you are in complete compliance with regulations.

It is important to let your client know that all credit card payments are paid directly to the supplier. You may want to also provide the supplier name and location, as that is the charge your client will see on their credit card statement.

Unless otherwise instructed by ATC corporate directly, always follow these guidelines.

HANDLING CHECKS AND CASH



1. Personal and company checks are not accepted.
2. All checks, cashiers checks and money orders must be made payable to America's Travel Companies, Inc.
3. Never accept cash from a client. Have the client purchase a money order or cashiers check payable to ATC.
4. Never deposit client payments in any bank account. Always forward them promptly to ATC.
5. Under no circumstances are checks, cashiers checks and money orders to be sent directly to suppliers, or be made out to suppliers. ALL CHECK PAYMENTS MUST BE SENT TO ATC.

HANDLING CREDIT CARDS



Proper credit card handling is imperative in your business as an ITA. However, the use and abuse of credit cards is common, therefore, if the proper procedures are followed, problems are minimized.

The Credit Card Authorization Forms

- The Single Use Credit Card Authorization Form - This form authorizes ATC, and/or our appointed suppliers to charge your client's credit card for a single charge and for a specified amount.

Both forms require a copy, front and back of the client's credit card and driver's license or passport page showing name and signature. Without these copies, the credit card authorization form is invalid. These copies will be required by the bank for validity, in the event a customer refuses a charge. The ITA takes full liability for all credit card charges given to suppliers using the ATC ARC/IATA/CLIA#.

ATC requires that the Credit Card Authorization form be completed for any credit card charge. The ITA should keep this in their clients' file for their records.

In the event a supplier does not accept a credit card and your customer wants to pay with a credit card, ATC can process the card through our Merchant Account. The fee for this service is 4% charged by our bank. The same credit card authorization forms are required. Please advise the client that their statement will reflect a charge by America's Travel Companies.

The largest issue with credit cards is the ability of the client to refuse payment to the supplier.

amount was incorrect.

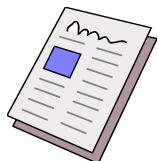
The greatest problem with credit cards is the client's ability to refuse payment to the supplier. The industry term for this is a "charge back". The client initiates a charge back by supplying written notice to the issuer of the card that the charge was unauthorized or the

Charge backs may occur because the client did not travel, but had non-refundable documents; did travel but felt the quality of the trip was not satisfactory or that someone other than the credit card holder fraudulently used the card. When this occurs, the supplier holds the agency responsible. We, in turn, hold the ITA responsible for the full amount of the charge back. Always look at credit card charges as though they were your own money because, in effect, they are if a charge back occurs. In the event of a charge back, we will inform the ITA to supply copies of the submitted Credit Card Authorization forms obtained. It is the ITA's responsibility to resolve the issues with their client or accept responsibility for the amount due. If the ITA feels a collection action against the client is justified, we will assist the ITA in initiating the action. Remember to always:

- 1) Obtain a copy of the card, front and back;
- 2) Obtain a copy of their driver's license with photo I.D.;
- 3) Obtain a signed credit card authorization form

Note: You may have a client who is unwilling to provide the required documentation to you as asked. You shall make the final judgement in this case. You may have family members, close friends, etc., vs. a first time client to whom you are unfamiliar. It is important to note that some banks have a no reversal policy for charge-backs. Once your client initiates it, ATC will be charged. Again, consider letting your client know how the charge will appear so it is recognizable.

DOCUMENT SHIPPING POLICY



ATC uses USPS Priority Mail for most paper documents. The exact shipping fee will be deducted from your commission (if applicable). Often, suppliers use e-documents, so there may be occasion that actual paper documents will not be issued. Always check with the supplier so that you will know what to tell your client. If e-documents are issued to ATC, we will email them to you. It is more likely that e-documents may be sent to the ITA if your email is provided to the supplier. Some suppliers are now offering the option to mail paper documents at your request for an additional charge. Consider your clients, and advise them of the option if you think this may be best for them.

Instructions for any special delivery and/or associated charges must be sent to ATC on the booking form. Deliveries will be made to the ITA unless the ITA notifies the travel department to forward documents directly to their client. ATC does not recommend sending documents directly to the client. ATC recommends the ITA review the documents and make sure everything is correct and then make arrangements to get them to the client.

COMMISSION PAYMENT POLICY

Commissions are paid twice monthly on the 5th and 20th of each month via electronic deposit into your checking or savings account. If these dates fall on a non-banking day, your deposit will show the following banking day. For commissions received by vendors to ATC between the 1st and 15th of each month, your deposit will be sent to your bank for a deposit on the 20th, and the 5th for all commissions received by vendor payments at ATC between the 16-31st.

Commissions will be paid only IF there is a booking form on file to match with the commission payment received. IF there is no booking form on file, and thus ATC is not able to match the commission to an agent, ATC will place the commission into a "HOLD" account for 90days post travel. If the commission is not claimed during that period, the ITA forfeits all rights to claim the commission. It is the ITA's responsibility to submit the proper booking forms and fill in the booking information correctly.

COMMISSION PROGRAM QUALIFICATIONS

The ITA must be a current member in the PBP Program with dues for the current month fully paid. Any missed payments may be deducted from earnings.

1. The Base commission rate affords the ITA 50% of the commission received by ATC.
3. Once you have reached \$5,000 in gross commissions in any rolling 12months, you will be upgraded and receive 60% of the commission in the following month.
4. In addition, reaching \$10,000 in any rolling 12months will reward you with 70% commission, with special perks offered by ATC. Agents qualifying higher commission levels will retain their status for the succeeding 12 months. Annual qualification is required to retain status. (Based on production for the previous 12 months.)

TRACKING YOUR COMMISSION

ATC's commission payment policy is very liberal. However, ATC has no control over the payment policies of the suppliers. Some pay immediately while others may not pay until a period of time after travel has been completed. You may log onto our commission portal at www.graspagent.com and sign in with your agent number and password you are using for the corporate website, and agency code 33. The information listed here is the information you submit via a booking form. You will see Activity (all booking forms submitted, commission paid or open), and Finalized (monthly commission statements that match your commission check). You can also search for specific bookings via the search tool.

HANDLING CLIENTS

THE PROFESSIONAL AGENT APPROACH

One of the marks of a truly professional travel agent is how they handle their clients and ATC suppliers.

anger, are your enemies in conducting a successful business. It destroys client relationships and can do considerable damage to supplier relationships for you, as the ITA, and ATC, as the agency you represent.

One of the marks of a truly professional travel agent is how they handle their clients and ATC suppliers. The most basic rule of thumb in dealing with clients and suppliers is to always remain cool and calm. Emotions, and most particularly, frustration and

HANDLING CLIENT PROBLEMS EFFECTIVELY

Problems, and handling them effectively, are part of doing business.

Problems, and handling them effectively, are a part of doing business. When problems arise, with either clients or suppliers, it is important to understand, and be able to separate "real" problems from those

that occur almost naturally during travel and are beyond our collective control. Always employ common sense when the problem is being discussed.

The Approach

In the case of client complaints, often the first thing mentioned is that the supplier should give something to the client as a result of the real, or perceived, problem. To agree with the client on this point is to set yourself up for a lot of trouble. First of all, even in the case of a valid complaint, you don't know if the supplier will agree to any sort of compensation. If you agree with the client, you are going to be stuck in the middle.

Regardless of how the client initially approaches you with a complaint, the response is always the same from your side. "I'm sorry to hear you had problems on your trip. Could you please describe in detail what happened?" Take notes - person's names the client may remember, dates, times and places. Often, after describing an insignificant problem to an understanding ear, the client may say that it wasn't such a big problem after all and go on to talk about what they enjoyed. In these cases, the problem has been solved simply by your professional handling of the client. However, there are those that are not going to be so easy to solve. So how do you handle client complaints effectively? Here are some examples and guidelines.

Sorting Out Complaints

First of all you need to establish whether a problem needs supplier (or ATC) attention, or is one that can effectively be solved between you and the client. Here are a few of the more common complaints and the action you should take.

Complaint	<i>The airline lost our baggage and didn't get it to us for 3 days.</i>
Your Action	All airlines have a policy for lost baggage. If not, you may need to call the airline. See if the policy was acted on properly by the airline. If not, follow the procedures for Supplier Complaints below.
Complaint	<i>We were not given the type of service that we wanted or paid for.</i>
Your Action	This may result from a client not being accommodated in a certain type of room or ship cabin, or not receiving the quality of service they had expected from personnel or facilities. In the case of a room or cabin, check to see that the trip was booked properly. If the accommodation does match the booking, then it was the result of a misunderstanding between you and the client and must be dealt with on that level. If the booking did call for a higher quality accommodation, ask if the supplier offered some type of compensation and, if so, did the client accept it? <ul style="list-style-type: none">• If it was accepted then, generally speaking, the supplier has dealt with the complaint. This should be explained to the client as tactfully as possible.• If the compensation was not accepted, then follow the procedures for Supplier Complaints below. Complaints about the quality of personnel or facilities are more difficult to deal with. Unless the client has some form of proof that a specific person or facility was, in fact, of lesser quality than normally offered, it is probable that nothing tangible will be forwarded to the client as compensation. As above, see if the supplier offered compensation and follow the same guidelines. However, if the client did not complain on location, then explain to the client that you and the agency you represent will look into the matter and then follow the procedures for Supplier Complaints below.

Complaint	<i>I did not use the airline ticket and will deny the charge with my credit card company.</i>
Your Action	<p>To begin with, you need to explain to your client that, once paid for, a confirmed seat on a flight is owned by the client. Simply not using the seat does not mean that they don't have to pay for it. If your client does deny the charge on a properly booked seat, you, the ITA, will be held responsible for the full amount, so it is best to avoid such situations.</p> <p>Next you can say that you will see what can be done. Often tickets can be exchanged for a credit or replacement ticket. This should only be done through the airline and there is nearly always a penalty fee levied by the airline. However, it is far better to convince your client to take this route than to not take responsibility for the fare.</p>

Supplier Complaint Procedure

If you are not able to resolve client complaints between you and your client, use the following procedure.

Absolute Do Nots



ATC and the vast majority of our ITAs work very hard to develop professional relationships with suppliers. It is, therefore, very important to follow our directives in dealing with suppliers, particularly where complaints are concerned. **For the good of all, any ITA not complying with these procedures may be terminated as an ITA.** Please read and completely understand how to proceed.

- **Do not, under any circumstances, call the supplier with your client on the line, or go to the supplier's location with your client, to resolve the complaint. Your job as a professional travel agent is to intercede and mediate problems.**
- **Do not, under any circumstances, tell your client to call the supplier.**
- **Do not, under any circumstances, become angry with the supplier or use inappropriate language, regardless of provocation. If the supplier has displayed unprofessional behavior, ATC will take the appropriate measures from the agency level. If a supplier is, in your opinion, uncooperative or abusive, politely end the conversation, and contact ATC.**
- **Always write down dates and with whom you spoke.**

Step 1 - With The Supplier

- Contact the supplier and explain the client's complaint. Often there are two sides to the story, so keep an open mind if the supplier doesn't seem to think the complaint is valid or has been handled correctly already.
- If the supplier offers a form of compensation, such as a credit on future travel, relay this to the client yourself. If the client accepts it, the problem is solved.
- If you cannot find a solution between the client and supplier, go to Step 2.

Step 2 - With ATC

- If Travel Has Been Completed
 1. Explain to the client that you and the agency you represent will look into the matter.
 2. Have the client write a letter explaining the complaint and the specific circumstances surrounding it. The letter should be given to you, not the supplier. Include date and times of contact.
 3. Send a copy of the client's letter and any of your comments to ATC.

BECOMING IATAN QUALIFIED



One of the ultimate achievements in selling travel is to receive your IATAN Personal I.D. card. This card is only available to travel agents working in a travel agency or Independent Travel Agents that work full or part-time selling travel. In the case of an

ITA, you must generate annual personal commission income greater than \$5000. This is the minimum earned commission required by IATAN. All travel commissions generated by the ITA and processed through ATC accrue toward the annual qualifying amount. Once the ITA has reached these minimum requirements, ATC endorses the ITA's name to be submitted to IATAN. During this time the ITA must continue to generate income.

- You must generate an annual personal income greater than \$5000.**

Most travel industry suppliers recognize the IATAN card as certification that you are a qualified seller of travel. The card also qualifies you for certain reduced rates from many suppliers. Most sponsored FAM trips also require IATAN status.

All communications with IATAN are handled through the agency.

It should be noted that IATAN cards issued under the ATC IATA number (IATA #29-534864), are so endorsed at the sole discretion of ATC and are the property of ATC.

AGENT REDUCED RATE POLICY

WHY DOES ATC HAVE AN ENDORSEMENT POLICY?

- Agent Reduced Rates and FAMs are professional courtesies and training aids provided by suppliers.**

Agent Reduced Rates and FAMs are professional courtesies and training aids provided by suppliers. They are intended for the use of working travel agents only. In the past, and even at present, some agencies have abused this privilege by issuing agency

endorsement to persons merely paying a fee to join an agency as an outside agent. This has resulted in tighter requirements or even the outright removal of Agent Reduced Rates by some suppliers to those agencies. By adhering to industry standards for Reduced Rate privileges, ATC has engendered the trust of our suppliers, and our working agents can enjoy and expand their knowledge through these offerings.

LIMITATIONS

Some suppliers have limitations in the number of agents we may recommend for reduced rates per offer, or per month or year.

QUALIFYING FOR REDUCED RATE ENDORSEMENT

Generally speaking, the agency will endorse a reduced rate for any ITA that has demonstrated successful activity as an outside travel agent for ATC.

All applications are subject to the following rules for endorsement.

- 1) The ITA must have an adequate booking history on file with ATC.
- 2) The booking history should be in the travel sector for which they are seeking a reduced rate. This is waived if the ITA has a consistent booking history. This is evaluated by, and at the sole discretion of ATC.
- 3) The ITAs record must be clear of any outstanding balances payable to ATC or Allegre.
- 4) We will only endorse the ITA and one traveling companion (including co-applicant) or the ITA and spouse and children (if the supplier's rules permit). Please do not attempt to include other relatives or friends for endorsement.

PROCEDURE FOR ENDORSEMENT

- 1) Find out if you qualify for reduced rate endorsement by ATC.
- 2) Once you have qualified for the reduced rate or FAM, obtain either the supplier reduced rate application form for ATC's signature if applicable, or simply make the reduced rate booking, and receive your confirmation from the supplier through ATC as you would with a normal booking.
- 3) Submit the online travel booking form, with the supplier's contract or confirmation. Include in comments on the form; FAM.

If you encounter a supplier that requires a letter from ATC, simply call ATC for assistance or email ATCAGENTS@AMERICASTRAVEL.COM.

FAMS VS REDUCED RATE TRAVEL

Reduced rate travel for industry professionals is a courtesy afforded by suppliers. FAMs (short for Familiarization), on the other hand, are supplier education trips. Often FAMs will include seminars and inspection tours, which you are required to attend. Many suppliers will charge the travel agent the full fare if they fail to attend all activities.

NON-COMMISSIONABLE ITA TRAVEL

ITAs are prohibited from booking non-commissionable travel for themselves. This results in a NET booking, and under no circumstances is this allowed. Any ITA booking at net is subject to a debit on their ITA account for the commission amount or possible termination.

MARKETING YOUR BUSINESS

INTRODUCTION

As an Independent Travel Agent (ITA), you are in the business of selling and booking travel. Developing clientele for your business can be very rewarding. The methods available are numerous and can extend from your neighborhood to the world. You, as a businessperson establishing your travel business, should look at several options and choose the ones that best suit your individual needs.

There are many ideas to consider – following are just a few.

FRIENDS, RELATIVES, SOCIAL AND BUSINESS ASSOCIATES

Use your personal contacts as your stepping-stones to a client base. Everyone likes to know a travel agent as they feel they may, through this special contact, discover special “deals” that other people would not. Mail your introduction letters and business cards, attend meetings and talk about the prospects of travel. Listen to others talk about travel and step in when you hear discussions concerning an upcoming cruise, vacation or weekend getaways. Ask for their business and let them know they will be helping you get your business started as well.

DIRECT MARKETING

There are several types of Direct Marketing programs, from direct mail to emarketing. The choice is yours.

For direct mail, there are companies that provide low cost mailings to specific zip codes, businesses, etc. You can create your own innovative coupon format. A suggested format would be an invitation to “save money and make money at the same time.” Consistency is paramount in any direct mail program. Consider your market and the number of times you need to “hit” them to get your 2% to 3% return. Also, consider making an email list of customers that you can forward information. Many suppliers now offer ways to customize flyers and email your customers a professional flyer made from the suppliers’ website. Through your relationship with ATC, we offer many free marketing opportunities, print and email, through Vacation.com. This program is called Engagement. You will find more information on the corporate website under the Vacation.com tab. You are immediately eligible to participate in these free marketing programs.

TRAVEL PARTIES

Travel parties offer unique possibilities because the “creative mind develops creative opportunities.” The idea of simply having a party creates interest. The idea of providing a travel and vacation program with the party, however, makes it doubly attractive to attend and gives you an informal setting to present your packages.

SOCIAL AND BUSINESS CLUBS

Rotarians, Jaycees, Elks, Eagles, Red Hats, and any other club or association you can join that will stimulate your business should be looked at seriously. People always like to network with contacts within clubs and organizations. You should be one of them.

SPECIAL ADVERTISING

If ATC, or a charter or tour operator, is offering a special vacation package from your area and they are only offering the program to travel agents to sell, you may want to promote the package. You then place a special advertisement in the local newspaper promoting the travel package. Other travel packages could be offered in the same ad as well. This will get your name out to the public and can "start you in the travel business." You can also use this as a source for Network development.

BUSINESS PARTNERS

People you do business with, such as your favorite restaurant, beauty salon, etc., are all potential clients. Since you are already their client, they may, in turn, feel an obligation to become your client – sort of a business partner. They will most likely be cooperative with you and give you free rein to solicit business at their location. Approach anyone you feel can help you, but use good business judgment when dealing with their associates and customers.

Generating referrals and new clients is a continuing requirement in any business. The travel business is of interest to everyone, which helps you make an initial contact. Customer service becomes the single most important part of your business. If you can provide the product and service, you will have a client for a very long time.

BOOKING PROCEDURES

THE ESSENTIALS

In all bookings there are two elements, which remain constant and must be given the greatest attention by the ITA. They are accuracy and proper communication with ATC corporate.

We cannot over emphasize the importance of names being spelled accurately and dates being checked.

importance of names being spelled accurately (as shown on their government issued identification with which they will be traveling) and dates being checked prior to submission to the supplier or ATC. Review them carefully to ensure accuracy of names, dates, etc. In all cases, the ITA is ultimately responsible for insuring that bookings are correct.

Many that are new to the travel industry fail to understand that once passenger names and dates of travel are submitted, any changes to either may result in charges, increased fares to the client and/or loss of booked space. We cannot over emphasize the

Communication with ATC corporate is vital in all cases. Usually this is as simple as submitting the proper form. Suppliers forward confirmations and travel documents to our agency address. It is rare that the supplier will provide ATC the name of the booking ITA. We may not know where the documents are to be sent, where to forward email confirmations, or, to whom to pay commissions.

GENERAL PROCEDURES

One of the challenges to the new ITA is learning the procedures for booking various types of travel with a large number of suppliers.

package.

One of the challenges to the new ITA is learning the procedures for booking various types of travel with a large number of suppliers. With the exception of airlines, there are no governing standards to which suppliers adhere. As a result, each supplier has their own methods and these may vary greatly from supplier to supplier for the same destination or type of

Unless instructed directly by ATC corporate, several procedures remain standard for all types of bookings.

1. Except for certain airlines (see Ticketing Procedures), always identify yourself as an outside agent for ATC, request that the supplier record your last name/first initial, or ITA# as the booking agent and book under the agency's ARC number.
2. You may have the supplier email confirmations directly to you. ATC will forward confirmations received if there is a booking form on file identifying the ITA.
3. You may have the travel documents shipped to you directly. If ATC receives documents, we will forward to the ITA or client as directed by the ITA. However, we do suggest you receive the documents first, so that you will know what is included. Often, the client will need your help in sorting through their documents.

BOOKING FORMS

Each type of booking requires the use of a Booking Form submitted online to ATC. The most common forms are found on our corporate website. The submission of the proper form is imperative in communicating necessary information between supplier and ITA, and ITA and ATC. Booking forms are required to be on file at ATC for commissions to be paid to the ITA. The supplier does not provide Agent Name as part of commission payments, therefore, it is necessary for us to have a booking form on file to match the commission to the proper agent. We will not assume to know the agent, as several client names are common and may belong to a number of different agents. Sending an email to corporate does not warrant a commission payout to the ITA. Commission payments may only be paid to the ITA when there is a match between the booking form submitted and the commission received. It is imperative you submit your proper booking form as soon as you have made any payment on a booking. Further, if the booking form submitted does not include the correct booking information, there may not be a match. Please submit all correct information when submitting the booking forms.

SUPPLIER TERMS

Regardless of what type of travel is being booked, all suppliers have terms for payment. Some must be paid in full immediately while others may require deposits against future reserved space. In all cases, the ITA needs to know and adhere to the terms of the supplier.

FORM OF PAYMENT

There are several Form Of Payment types (FOP) that are unique to the travel industry. These are terms the ITA must be familiar with when dealing with suppliers.

- **Agency Check**

When a supplier requires an agency check, do not mistake this as being a check from you or your client. Agency checks can only be issued by ATC. Agency checks are issued upon receipt of the client's payment via cashier's check, money order or client's credit card (subject to a 4% fee). ATC requires a minimum of 5 business days to accommodate this transaction.

- **Direct Client Payments**

If the supplier will accept payment directly from the client, the payments are only permitted by credit card. Direct payment to suppliers by any other means, including checks, is not allowed by ATC for your protection and that of the agency. Always remember when the ITA gives a credit card payment direct to supplier for processing, the ITA must obtain a credit card authorization form with copies attached. Although the supplier charged the card, the supplier holds ATC and the booking agent (ITA) responsible for the validity of the card.

DEPOSIT AND CANCELLATION TERMS

Most cruises, tours and group air bookings will have deposit due dates and amounts. In some cases when the departure date is months away, there may be more than one deposit date. There will also be a cancellation policy that will most likely have upset dates and increasingly larger penalties as the departure date approaches. It is important to record these for each class of service being booked, and to inform your clients of the dates and amounts due and the penalties for canceling. All payments must be received by ATC no fewer than four business days prior to the supplier due dates. If space has been booked (reserved), it is imperative, and an industry courtesy, to cancel the space if the trip, or group, does not materialize.

AIR BOOKINGS

INTRODUCTION



Although the least profitable sector of travel (airlines do not pay commissions), air bookings are second only to Groups in terms of complexity. Class of service, fare basis codes, fare rules and city pairs are terms the ITA will become familiar with through experience. Although it may sound daunting, it is a simple matter of always asking the airline if you are not sure of any aspect of a fare. With time you will become quite comfortable with the process.

TERMS

There are several common terms you will hear from ATC and airlines in booking air travel.

- **PAX** – This is the shorthand version for the passenger. In other words, a PAX is a passenger.
- **PNR** – This refers to the Passenger Name Record in the computer reservation system.
- **CRS/GDS** – Stands for the Computer Reservations System used in-house at ATC and by ITAs through our web site.
- **Airport Codes** – Every airport in the world served by commercial air service, has a 3-letter code. These are referred to as the City Codes.
- **City Pairs** – These are the departure and destination Airport Codes for a flight or a segment of a flight. For example, the city pairs for a flight from San Francisco to Honolulu would be SFO-HNL.
- **Non-stop** – This is a flight that goes directly from the point of departure to the destination without a stop in between.
- **Direct** – This is a flight that goes from the point of departure to the destination with 1 or more stops in between, but without having to change planes.
- **Connecting** – This is a flight that goes from the point of departure to the destination with 1 or more stops in between to change planes, and possibly, carriers.
- **Code Share** – This is a flight that is comprised of two or more segments, and in which the segment flights are serviced by two or more different air carriers. This is common in both international and domestic air travel.

- **Transaction or Service Fee** – A fee added to the total booking to compensate the ITA and ATC for time spent processing a travel transaction(s).

SCHEDULED AIR TRANSACTION FEES

When air transportation is booked separately from other components of a booking, such as a hotel or car, a transaction fee may be charged at your discretion. Remember, you are operating a business, and your clients will expect to pay for your services. ATC has a service fee form located on the ATC corporate website under booking forms. You may only submit credit card payments on the service fee form. Your client will see a charge by America's Travel Companies on their credit card bill for any service fee charges.

The minimum Transaction Fee is \$25. The ITA may optionally increase the Transaction Fee. Transaction Fees are commissionable to the ITA. Submit the Service Fee form on the corporate website and ATC will process the service fee. Note: due to merchant fees, there is a small percentage charged for the processing.

FREQUENT FLYERS

The airlines have created a system of rewarding their passengers through individual Frequent Flyer Programs. These reward programs are used to keep passengers faithful to that airline and to use them more frequently than other airlines. Basically, the airlines document and record air miles flown by the customer. These are accumulated to specified levels, which then qualifies the passenger for free tickets or upgrades to first class. It is important that you ask your client if he has a frequent flyer account. Frequent Flyer accounts are unique to specific airlines, they are not interchangeable, however, a client may have several accounts with different carriers.

GROUP AIR

Most regular carriers have a group-booking department you may contact for quotes. Smaller groups of 20 to 30 booked well in advance may receive lower pricing through the group department. However, large groups may actually be quoted fares higher than the lowest published fare. This is because the lowest published fare seat inventory will be exhausted and the group will be booked in progressively more costly seats as the size of the group increases. All Group Air is issued by the airline, not ATC, and is NON-COMMISSIONABLE. ATC suggests you quote a service fee amount of your discretion when quoting the group air price to your customers. This may be a one-time fee equivalent to a per person add-on, or an average. ATC will process the service fee per your submitted service fee form, found on the corporate website. If you wish to charge a per person fee, simply submit individual service fee forms with payment information for the individual charges. Note: ATC will charge a \$10 p/person service fee for completing the work of issuing the tickets. This is in addition to any service fee that you submit for processing.

DOMESTIC OR INTERNATIONAL GROUP AIR

A booking of 10 or more passengers on the same flight(s) qualifies as a Group Air booking. It is important to note that if your group falls below the 10 passengers, the airline may revert the fare back to published air. All group air is issued electronically.

CONSOLIDATORS

Using Consolidators for air tickets provides the agent with greater commissions depending upon what price the ITA sells the ticket for. Consolidators may be used for domestic or international air travel.

- Consolidator fares are generally lower than any published price the agency may find through its CRS system.**

A Consolidator is a company that has contracted with a specific airline or several airlines to market and sell that particular airline's destinations. They are responsible to the airline for advertising and marketing the airline to the travel industry, and to fulfill ticketing requests for their clients. They are also required to deposit certain funds with the airline to secure the contract. For this, the airlines provide the Consolidator with a special commission arrangement or a "net" non-commissionable fare. If their agreement is based on a commission percentage such as 30% off the published fare, the Consolidator may offer the same fare to the agency for 18% or 25% discount. If the contract arrangement is based on "net" then the Consolidator will mark up the cost of the ticket to allow for his profit and sell it to the agency at a "net" non-commissionable fare. On this basis, the agency must add its profit to the fare before selling it to the consumer. Consolidator fares are generally lower than any published price the agency may find through its CRS system.

- Consolidator fares are permitted for both international and domestic air.**

Consolidator fares are offered for both international and domestic air. If a Consolidator offers a net price, the ITA should apply an add-on of \$25.00 per person for ATC. The ITA may then choose an additional add-on amount to be reimbursed IN FULL to the ITA.

When getting quotes from consolidators, be sure to ask for the final price including all taxes and miscellaneous charges. Some may also have a charge for using your client's credit card for payment.

Pricing Consolidator Tickets

Pricing consolidator tickets requires some research because the ITA is responsible for setting a fair, but profitable price. The procedure is not difficult. If the consolidator is selling commissionable tickets at a fair price, the commission earned on the ticket would be processed through the regular channels at ATC, with the ITA receiving their split of the commission.

INTERNATIONAL DOCUMENTS

An important part of planning an international trip is ensuring that the traveler will experience little, or no inconvenience when crossing international borders. To assure this ease of travel it is necessary that the individual be in possession of credentials that will permit him to leave one country, enter another, and, is just as important, to return to his country of residence. Regulations vary widely, depending upon the country, status of the traveler, purpose of the visit, length of stay and the discretionary authority of the customs officials. These regulations are subject to change at any time. Below is brief explanation of the Documentary Requirement headings and terms you will need to review in this regard. If there are any questions, contact the resident country's consulate.

PASSPORT

A formal document issued by a government to its citizens, subjects or nationals. It officially establishes the bearer's identity and nationality, and authorizes the bearer to travel outside and return to his own country. You may apply for a passport through a clerk of the court, select post office locations or any of the thirteen passport agencies. A regular passport is valid for a period of 10 years.

PROOF OF CITIZENSHIP

Any one of the following:

- Valid passport (required for air transportation)
- Birth Certificate (original or certified true copy)
- Consular Report of Birth of a US Citizen Abroad
- Certificate of Naturalization or Citizenship

If a citizen's surname on any of the above certificates differs from their current surname, additional identification, such as a marriage certificate, or court order for a name change is also required.

PROOF OF IDENTITY

A current, official, government document, which contains a signature and either a photograph or a physical description of the applicant. Remember that the name on the proof of identity must match the proof of citizenship exactly.

VISA

An endorsement placed in a passport or in a document issued in lieu of passport by a consular or other government official to permit entry into another country. A visa may be obtained from a consular representative either directly or through a visa service agency in the country of residence before departure. Only in a very few instances can a visa be obtained at the point of entry. If writing to a Consular office for a visa, it is recommended that a return, self-addressed, stamped envelope be enclosed, along with a certified check or money order for payment of fees. Allow plenty of time for processing.

AIRFARE RULES

The Fare Basis of a ticket purchase applies to the rules governing the fare to determine the cancellation penalty and refundability of the ticket. Non-refundable tickets are generally the lowest class of service and the least expensive fare. These fares contain certain restrictions. Airline ticket prices are based totally on availability of that particular fare at the time of booking. Most discounted tickets require ticketing within 24 hours. There are some exceptions in particular destination markets, as well as advance purchase rules such as 21days, etc. Although a reservation is made for a certain itinerary and price, the price is not guaranteed until purchase. Even if you are told a "reservation" can be held for 24hours, know that the price is not being held. It is **important** that your client is aware that a fare can change within the 24hour timeframe. It is equally important that you notify your client if the fare is non-refundable or non-changeable. This will eliminate future problems should the client change travel plans. Further, it is mandatory that all airline reservations be cancelled prior to departure, if not taking the flight, to get any credit towards future travel. Any no-show status of a reservation, forfeits any future credit.

It is important to know that there are literally thousands of airfares, which vary daily. When you are provided a fare quote for a specific flight, it will be the lowest available fare at that time, all other factors being considered.

AIRLINE REGULATION

AIRLINES REPORTING CORPORATION (ARC)

All travel agencies engaged in selling and issuing airline tickets must be accredited by the Airlines Reporting Corporation (ARC). They are the policing and security arms of the airlines for all domestic air carriers. Certain financial, travel management experience and travel ticketing requirements, as well as personal background, employment history investigation and personal interviews by an ARC representative must be met before certification will be approved. Once approval is granted, the agency is under the total control of ARC for fulfilling the rules and regulations for ticketing procedures and security of ticketing documents. All settlement of ticket sales, of any type, are processed each week through a reporting process and submitted to ARC for reconciliation. ARC is an independent organization operated exclusively for the airlines as an independent contractor. ATC is a participant in ARC.

International Airlines Travel Agent Network (IATAN)

IATAN is the regulatory organization representing International Airlines who are part of the domestic travel agency's network of air carriers. They are responsible for the rules and regulations established by the International Airlines for ticketing by accredited travel agencies. Any travel agency engaged in the sale of international air tickets must be accredited by IATAN. It requires financial stability, and resources with applicable management personnel and required ticketing experience.

IATAN issues an Identification Card to qualified sellers of travel through accredited travel agencies upon completion of the standard requirements established by IATAN. Independent contractors may qualify for the IATAN card based on earned commissions that meet the minimum standard of \$5,000.00 in any 12-month rolling period with a minimum of \$50,000 in gross sales. IATAN requires proof of earnings on a 1099 for an identification card.

ATC tracks the sales of the ITA monthly at each commission payout. ATC will contact you once you have met these requirements. The cost of the card is paid by ATC. You must maintain these minimums for your card to be renewed.

BOOKING TOURS

INTRODUCTION



What are tours? Tours are virtually any travel package that is not solely air, a cruise, a hotel or a car, by themselves. Tour companies act as intermediaries between travel agencies, or the public, and primary travel service providers, such as hotels, airlines, car rental companies and the like. Tour operators rarely own the companies or properties they are packaging, but specialize in selling them.

CLIENT INTERVIEW PROCESS

There are two types of clients.

1. One who knows where he is going and has researched his travel package and simply needs someone to book it for him. If you find a customer like this, be sure to lay out the red carpet
2. One who doesn't know where he wants to go and is looking for direction from his travel agent. The second one is what our interview process is all about.

If you obtain the following information, you will find you are able to determine a lot about the client as well as what resources you should choose to research their travel plans:

- 1) When would they be traveling?
- 2) Can they flex their dates by a day or more on either end?
- 3) How long will they be staying?
- 4) What would they like to be included in the vacation (air, hotel, car, attractions, cruise etc.)?
- 5) How many people will be traveling?
- 6) What are the ages of children and/or senior citizens?
- 7) Where have they vacationed before and what did they enjoy most about that vacation?
- 8) What type of hotel or resorts are they accustomed to? All-inclusive?
- 9) Is there some place they do not want to go?
- 10) Do they have a destination preference i.e., Florida, Hawaii, Mexico etc.?
- 11) Do they have a budget? It is important to understand their travel history, for instance, when asking for their budget, they may be used to paying top of the line Four Seasons Hotel prices, however, they may think the Holiday Inn is upscale. Budget is relative, and not the most important part. Don't be afraid to upsell, you are making dreams come true.

Do not try to sell a client Motel 6 when they are a Hilton customer.

With this information you will be able to begin your research. If you have personal knowledge of a vacation destination or have a vacation experience you really enjoyed, by all means relate your experiences to the client.

You may end up booking them to a destination you are familiar with. Continued conversation with

the client will lead you toward a destination that both of you will understand and be happy with. Remember, lowest price is usually not the best product. Do not try to sell someone a Motel 6 when they are a Hilton customer. ATC would suggest to start higher, and work your way down to meet their budget. This may work by reducing the number of nights, room category, etc.

CONTACTING TOUR SUPPLIERS

When calling the supplier, the information you give the agent must be precise and to the point.

When researching information, try to use ATC preferred suppliers (see the supplier lists in the Reference section and on the corporate website). When calling the supplier, the information you give the agent must be precise and to the point. You may also research tour packages via online distribution channels. ATC's preferred booking tools are listed on the corporate website. You are not tied to any one-tour operator and may find by shopping with other operators that you will find a better package with a better price and quality. You have already established what your client prefers before you call the tour operator or search online and now you will have to determine if what the tour operator offers you is consistent with your requirements.

When calling the tour operator, you will always identify yourself by name and agency "Good afternoon this is Jane with America's Travel Companies, and I need information on

_____ "(destination)*. *Always give the agency's local phone number and ARC number if required. The agent will respond by asking, what dates will your client be traveling and, if you need air, hotel and transfers or a car rental. You will simply respond to their questions at this point. The agent will begin to quote you prices based on availability and give you the opportunity to choose. When you have acquired all the information you need (flight schedule, hotel and pricing), you will either ask the agent to book the reservation, or you will thank the agent for their help and will give the information to your client to see if this will meet the client's needs. ALWAYS ASK FOR THE DEPOSIT DATES/AMOUNT, THE SUPPLIER'S REQUIRED FORM OF PAYMENT, AND CANCELLATION POLICY. Often times, when researching online, you may be able to hold a reservation for 24 hours while you get back to your client. Remember to always get full legal names of passengers prior to any research. You can then proceed to check with another tour operator, or contact your client and give him/her the information you obtained. Once the client chooses, get the form of payment from the client. You may use ATC's online booking engines to complete the reservations.

Generally, the tour operator will require a deposit within a fixed period of time, such as 24 hours to seven days from booking, with final payment due 75-45 days before departure. Always allow enough time for ATC to receive and process cashier's check and money order payments in a timely manner for the tour operator to receive them on time.

PROCESSING PAYMENTS

Most tour operators will take credit card payments directly over the phone from the ITA, or online using our booking engines. Other deposits can be in the form of Agency check (check issued by ATC) and, in this case, the payment MUST BE PROCESSED THROUGH ATC. IN ALL CASES, THE ITA MUST PROCESS THE APPROPRIATE RESERVATION FORM THROUGH ATC for

commission tracking. Failure to process and inform ATC of your booking will result in loss of commission.

PROCESSING DOCUMENTS

Most suppliers are issuing electronic documents.

When you receive confirmations, contracts and travel documents, check them for accuracy. The ITA is ultimately responsible for finding any errors and having them corrected with the supplier.

TOUR BOOKING GUIDELINES

General

It is strongly recommended that airfare be purchased in conjunction with land packages when possible, particularly for international travel. If the air portion of a package that is booked through a single supplier is delayed for any reason, then the supplier will make sure the land portion is adjusted as well. However this will not occur if the air and land are purchased from separate suppliers. Always recommend travel insurance to your clients! ATC has links from the corporate website for the recommended insurance providers. We recommend using Travel Guard insurance for all your client bookings, and not the supplier insurance. You will earn considerably more commission from Travel Guard for a superior product.

Booking



Never make any payment to a supplier before you have received and reviewed the confirmation/contract.

- Always obtain dates and amounts for deposits, cancellations and final payment.
- Always obtain the supplier's required Form Of Payment (FOP).
- Always re-check names, dates and itineraries when you receive confirmations.
- Always submit the appropriate Booking Form to ATC immediately after deposit or payment has been applied to a booking. This is important, in case ATC or the vendor need to communicate with the agent on record. This will also create a record of your booking for your commission tracking program, www.graspagent.com.
- Never make any payment to a supplier before you have received and reviewed the confirmation/contract.
- Always provide your last name/first initial and the agency's ARC number.

In this electronic age, you may want to email a confirmation to your client for approval prior to posting any payments. This eliminates them coming back to you later with any discrepancies.

Payment

Never make payments to a supplier before you have received and reviewed a confirmation or contract, or reviewed the booking information online. If the supplier accepts credit cards, you may give the cc direct to them. Whenever a payment is made directly to a supplier, immediately submit a Booking form to ATC with the transaction details.

If your client is paying by cashiers check, we must receive the payment in our office at least four working days prior to the due date. Failure to do so may result in the loss of the booking.

If your client is paying by credit card the ITA must have their client sign the credit card authorization form with backup attached.

Follow-up

Always re-check names, dates and itineraries whenever you receive documents from ATC. Pay special attention to documents that include "Revised Schedule" or "Changed Itinerary". These indicate an important change to the booking by the supplier.

If you, or your clients, do not receive the travel documents within the expected time frame, contact the supplier, or ATC, as each supplier mandates their own rules for issuing documents.

BOOKING CRUISES

INTRODUCTION



Cruises are generally the most profitable travel you can sell. This is because they are all-inclusive – the commission is paid on the cabin as well as all meals. Additionally, certain add-ons may also be commissionable.

With the profit, however, comes a requirement for the ITA to have a good knowledge of cruises and cruising life style. At first it may appear that a ship is a ship and the ocean is the ocean. While this was once close to the fact, nothing could be further from the truth in the current market. There is a vast array of lines catering to virtually every type of travel desire, from the black tie dinner to a more informal taste.

Cruises are one of the most complete vacations you can sell.

As the ITA gains experience in selling cruises, much of this knowledge will be gained. Getting from the starting point to a level of experience is not as daunting as it may sound if the ITA follows some simple guidelines.

CLIENT INTERVIEW PROCESS

- 1) Always make sure you have an idea as to the ages of the passengers.

Then ask your client these questions prior to calling any cruise lines.

- 2) Have you been on a cruise before?
 - a) If yes, what did you like, or dislike, about it?
 - b) Would you like a similar cabin accommodation and shipboard atmosphere?
- 3) Where would you like to go?
- 4) Where will you be departing from?
- 5) How much time do you have for the trip?
 - a) What are the departure dates?
 - b) Is there flexibility in your schedule?
- 6) Will you be accompanied by minors?
 - a) If yes, what are their ages?
- 7) Would you prefer a formal or informal setting?
- 8) Would you like an inside or outside cabin?
 - a) If outside would you like a balcony?
- 9) Do you have a smoking preference?
- 10) Do you prefer an early breakfast and dinner seating schedule, or a late one?

You may visit specific cruise line websites on the internet to determine appropriate cruises and itineraries. Next, call the cruise line, starting with the ATC preferred suppliers, or use [ATC's cruise booking engine](#), Cruise PRO.

- Air transportation rates from the nearest gateway to your client.

It is advisable to book air with the cruise line. If there is an air delay, an airline strike, weather delays, etc. with the airline, the cruise line will protect passengers. If you purchase air direct from the airline, the cruise line does not take liability for any delays or cancellations, etc.

- Insurance premiums

ATC suggests purchasing insurance protection for all reservations. Our preferred travel insurance supplier, Travel Guard, offers a far more superior product, and much higher commissions. The cruise lines pay 10% commission, Travel Guard averages 27%. Also, learn the differences. Some cruise lines refund a portion in future cruise credits.

- Land excursions and other options

ATC suggests using a third party for land/shore excursions. You will find our preferred suppliers listed on our corporate website under MISC. Cruise Lines pay 0% commission, and our suppliers pay 12%. You will most often find that their pricing is better as well.

FURTHER EDUCATION

The cruise industry is perhaps the best equipped to train agents and most receptive to the ITA in particular.

 **The CLIA program provides excellent, on-going training in cruises and how to sell into them.**

As mentioned elsewhere, the CLIA Program provides excellent, on-going training in cruises and how to sell them. See The CLIA Program section.

Additionally, cruise lines regularly offer ship inspection FAMs to ATC. When these become available, they are advertised on our web service and Travel Flash Email Blasts. The FAMs vary from an afternoon to several days and provide the agent with an in-depth understanding of individual cruise ships.

CRUISE BOOKING GUIDELINES

General

- Always recommend travel insurance to your clients! ATC has preferred insurance providers listed on the ATC corporate website.

Booking

- Never make any payment to a supplier before you have received and reviewed the confirmation/contract. All cruise lines provide written confirmations.
- Always provide your first and last name or agent number and the agency's ARC number.
- Always obtain dates and amounts for deposits and final payment.
- Always obtain the supplier's required Form Of Payment.
- Always re-check names, dates and itineraries when you receive confirmation from ATC.

- Always submit the appropriate Booking form to ATC immediately after booking.

Payment

- Never make payments to a supplier before you have received and reviewed a confirmation or contract. All cruise lines have a written contract, which can often be viewed online.
- If the supplier accepts credit cards, you may submit this directly to them. Whenever a payment is made directly to a supplier, immediately submit a Booking form to ATC.
- If your client is paying by cashiers check, we must receive the payment in our office at least 4 working days prior to the due date. Failure to do so may result in the loss of the booking.

Follow-up

- Always re-check names, dates and itineraries whenever you receive documents from ATC. Pay special attention to documents that include "Revised Schedule" or "Changed Sailing". These indicate an important change to the booking by the cruise line.
- If you, or your clients, do not receive the travel documents within the expected time frame, contact ATC, or the supplier.

BOOKING FORMS

IT IS IMPORTANT TO ALWAYS SEND A BOOKING FORM TO ATC AFTER COMPLETING A BOOKING. ATC IS THE FIRST POINT OF CONTACT WITH THE SUPPLIER, SO WE NEED TO KNOW WHOM TO CONTACT IF THERE IS AN ISSUE WITH YOUR BOOKING. THE BOOKING FORMS ARE FOUND ONLINE ON THE CORPORATE WEBSITE. A BOOKING FORM IS ALSO REQUIRED FOR A COMMISSION TO BE PAID. IF ATC DOES NOT HAVE A BOOKING FORM ON FILE AT THE TIME THE COMMISSION IS RECEIVED AT ATC, NO COMMISSION WILL BE PAID OUT. YOU MAY SUBMIT BOOKING FORMS UP TO 90 DAYS POST TRAVEL TO RECEIVE YOUR COMMISSION.

IN ADDITION, THE BOOKING FORM IS THE ONLY REFERENCE FOR YOUR BUSINESS TRACKING OF RESERVATIONS AND COMMISSIONS. TO USE OUR COMMISSION TRACKING PORTAL, LOGIN TO WWW.GRASPAGENT.COM WITH YOUR ITA#, YOUR ASSIGNED PASSWORD, AND AGENCY CODE 33.

GROUP DEVELOPMENT AND BOOKING

INTRODUCTION



Take something that makes a profit sold individually, and sell it in volume. What is the result? You make a lot more for collectively less effort. This is the attraction of selling groups.

Group travel occurs in all sectors of the industry. The most profitable group sales are in tours and cruises, although good commissions can be made from domestic conventions and meetings.

When determining what and how to go about developing the group travel business, there are two main areas of concern.

- Pre-planning
- Making a presentation

When Pre-Planning, you will set your goals, select a product, emphasizing quality not price, and establish a prospect list. When you have researched the product to the point where you think you can answer all questions that may arise, you are ready to make a presentation to a prospective group leader.

It is important that the presentation satisfies most of the questions a group leader may ask. Most notably these are:

- Value of the package
- Tour host benefits
- Price

TOUR CONDUCTORS - A HIDDEN BENEFIT AND SALES TOOL

When researching the product, be concerned with the level of complimentary tour conductor packages (also known as a TC) in relationship to the number of paid participants. The first attraction to the group leader is that their tour can be free. A number of programs offer free tour escort packages for 6 to 16 paid participants. Other programs offer a free escort with 20 to 30 or more. This depends on vendor destination, cost and type of tour. Cruise lines may offer 1 free person with 15 or 16 paid or 1 cabin for 2 with 30 or 32 paid passengers. Again, this varies depending on cruise line, sailing dates, and volume of cabins sold.

After determining your specialties, you must decide if your prospect list will be sufficient to sell the number of required cabins to send the group leader on a free package. Additionally, you may want to accompany the group as well. The group must be large enough to provide additional free escort packages beyond the group leader for you to accompany the group. Build the free escort packages

into the minimum number of passengers that must purchase the package when presenting the program to the group leader. A key ingredient to a successful group is quality before price. If the package is a quality product, price becomes less important. However, price determines the potential number of sales you can generate. The following outline provides most of the information you need to consider when organizing a group program.

GROUP TRAVEL APPROACH LIST

Never begin with price. Price is the last thing discussed.

Once you have established your knowledge in a given travel sector and received an invitation from an interested group, you need to present your product in a professional and attractive manner. Remember, group sales may be in the tens to hundreds of thousands of dollars. The sales presentation is different for this type of sale. You need to employ some sales approaches to make it clear to the group that you know what you are talking about and are able to handle their arrangements. The Approach List below may give you some ideas on breaking the ice to get the sale.

The Approach

- In any group there will be a leader, whether named to you or not. The leader may be a Minister, Teacher, Club Leader, Company President or virtually anyone, depending on the type of group. It is important to establish who the leader is and direct the impact of your presentation to him/her. Even if you are presenting to the entire group, the leader will have the greatest influence in selection. Do not ignore other members, but when a point has powerful impact make sure you direct it to the leader.
- Never begin with price. Price is the last thing discussed. Price has far less importance when the value of your offering has been established.
- Begin by establishing the near true size of the group through polite questioning. Often group numbers are inflated. If the group has been traveling together before then their estimates are probably close. If this is a new group to travel, then you should assume the numbers are likely to be overstated. This is important in terms of price, and in the number of complimentary tour conductor spaces to be awarded when negotiating with tour operators and cruise lines.
- Always have a prepared list of the value of your particular tour or cruise. Go over these points. If you have brochures from the supplier, show pictures of places they will visit and hotels they will stay in. Don't overburden any single point. A couple of sentences describing the value of each of 10 or 15 items will take perhaps five minutes and keep the interest of your audience.
- Be interactive. Invite questions and show interest when questions are asked. If someone makes a negative observation like "We went there last year with Agency X and we stayed in Hotel Y, which is much better than the Hotel Z in your package.", show interest and say you would be glad to see if Hotel Z could be arranged.

- If you are meeting privately with the Group Leader, discuss the Tour Conductor offering. We suggest you only discuss this privately unless the Leader wishes you to reveal the information to the group as a whole.
- Offer to develop a flyer or letter for the group to promote the trip. If the organization has a newsletter, offer to write a descriptive article on the trip. This is always appreciated and has the secondary benefit of insuring that the trip is described accurately.
- If, at the close of your meeting, you see an opportunity for closing the sale, don't miss your chance. Offer to return the next week with a formal itinerary. You might find yourself leaving the next meeting with a very large deposit check!

GROUP BOOKING PROCEDURES

Groups are booked essentially in the same manner as any other type of travel. There are several small differences in the process, as noted below.

 **Group bookings are generally recognized as ten or more travellers.**

- Group bookings are generally recognized as ten or more travelers, or 8 or more cabins if you are selling a group cruise.
- Air only bookings for groups usually require a contract from the carrier. Many airlines also require a deposit, which is held separately by the carrier and refunded after the travel is completed. This is over and above the actual amount for the group's travel.
- Use the ATC forms for tracking group member payments. The single biggest problem encountered in groups is losing track of who paid what amount. ATC has prepared an excel spreadsheet to use in tracking group payments. It is a very easy tool, and not necessary for you to be familiar with excel. If you would like to try the group workbook online, contact ATC and a copy will be emailed to you.

BOOKINGS

- ITA contacts the vendor to reserve space.
- You must submit the Group Booking Form(s) to ATC.
- Group Booking Form is to advise ATC you are holding space.
- Always call ATC for additional assistance.
- Credit Card payments should be called in directly to supplier.
- ITA should never collect cash or accept personal checks from their customers. ITA should have customer obtain cashier's check or money order made payable to ATC.
- When sending cashiers check or money order payments to ATC, please enclose the Group Booking Form. Any mailing fees for vendor payments will be billed to the ITA. We must receive the payment in our office at least 4 working days prior to the due date.

Reference

TRAVEL RESOURCE PUBLICATIONS

TRAVEL WEEKLY - A weekly industry magazine providing news about the travel industry, advertising, etc. in newspaper format, or available online.

www.travelweekly.com

TRAVEL AGE WEST - Similar information as Travel Weekly only in magazine format.

www.travelagewest.com

HOTEL AND TRAVEL INDEX - An industry standard in providing information on Hotels and Resorts around the world.

www.travelweekly.com/hotels

JAX/FAX - Provides information on charter companies, tour operators and consolidators.

www.jaxfaxmagazine.com

OFFICIAL CRUISE GUIDE - Provides information on cruise ships, size, deck plans, rankings, etc.

www.travelweekly.com/cruise

TRAVEL AGENT MAGAZINE

General industry information with highlights on a specific destination or industry segment in each publication.

www.travelagentcentral.com

TRAVEL AGENT UNIVERSITY

Sponsored by the Education & Training Division of Travel Agent Magazine, offering online courses & home-study programs, including specialist and certified programs.

www.tauniv.com

COMMON CITY CODES BY CITY NAME

ACA	Acapulco, Mexico
CAK	Akron,/Canton, OH
ABY	Albany, GA
ALB	Albany, NY
ABQ	Albuquerque, NM
ABE	Allentown, PA
AMS	Amsterdam, Netherlands
ANC	Anchorage, AK
AVL	Asheville, NC
ATH	Athens, Greece
ATL	Atlanta, GA
ACY	Atlantic City, NJ
AKL	Auckland, New Zealand
AGS	Augusta, GA
AUG	Augusta, ME
AUS	Austin, TX
BWI	Baltimore, MD
BKK	Bangkok, Thailand
BGR	Bangor, ME
BTR	Baton Rouge, LA
PEK	Beijing, People's Republic of China
SXF	Berlin, Schoenfeld, Germany
TXL	Berlin, Tegel, Germany
BIL	Billings, MT
BHM	Birmingham, AL
BIS	Bismark, ND
BOG	Bogota, Colombia
BOI	Boise, ID
BOM	Bombay, India
BOS	Boston, MA
BZN	Bozeman, MT
BRU	Brussels, Belgium
BTV	Burlington, VA
CAI	Cairo, Egypt
YYC	Calgary, Canada
CUN	Cancun, Mexico
CCS	Caracas, Venezuela
CID	Cedar Rapids, IA
CHS	Charleston, SC
CRW	Charleston, WV
CLT	Charlotte, NC
CHA	Chattanooga, TN

MDW	Chicago, Midway, IL
ORD	Chicago, O'Hare, IL
CVG	Cincinnati, OH
CLE	Cleveland, OH
CAE	Colombia, SC
COS	Colorado Springs, CA
CMH	Columbus, OH
CPH	Copenhagen, Denmark
DKR	Dakar, Senegal
DAL	Dallas, Love Field, TX
DFW	Dallas/Ft. Worth, TX
DAY	Dayton, OH
DAB	Daytona Beach, Fl
DEL	Delhi, India
DEN	Denver, CO
DSM	Des Moines, IA
DET	Detroit, City Airport, MI
DTW	Detroit, Metro, MI
DUB	Dublin, Ireland
ELP	El Paso, TX
FAI	Fairbanks, AK
FRA	Frankfurt, Germany
FPO	Freeport, Bahamas
FLL	Ft. Lauderdale, FL
RSW	Ft. Myers, FL
GNV	Gainesville, FL
PIK	Glasgow, Prestwick, Scotland UK
GLA	Glasgow, Scotland UK
GCM	Grand Cayman, Grand Cayman
GRR	Grand Rapids, MI
GTF	Great Falls, MT
GRB	Green Bay, WI
GSO	Greensboro, NC
BDA	Hamilton, Bermuda
MDT	Harrisburg, PA
BDL	Hartford, CT
HLN	Helena, MT
ITO	Hilo (Hawaii), HI
HKG	Hong Kong, Hong Kong
HNL	Honolulu (Oahu), HI
MKK	Hoolehua (Molokai), HI
HOU	Houston, Hobby, TX
IAH	Houston, Intercontinental, TX

IDA	Idaho Falls, ID
IND	Indianapolis, IN
IST	Istanbul, Turkey
JAN	Jackson, MS
JAX	Jacksonville, FL
JNB	Johannesburg, South Africa
JNU	Juneau, AK
OGG	Kahului (Maui), HI
MCI	Kansa City, MO
EYW	Key West, FL
TYS	Knoxville, TN
KOA	Kona (Hawaii), HI
LOS	Lagos, Nigeria
LAS	Las Vegas, NV
LEX	Lexington, KY
LIH	Lihue (Kauai), HI
LIM	Lima, Peru
LNK	Lincoln, NB
LIS	Lisbon, Portugal
LIT	Little Rock, AK
LGW	London, Gatwick, England UK
LHR	London, Heathrow, England UK
LAX	Los Angeles, CA
SDF	Louisville, KY
MSN	Madison, WI
MAD	Madrid, Spain
MHT	Manchester, NH
MEM	Memphis, TN
MEX	Mexico City, Mexico
MIA	Miami, FL
MKE	Milwaukee, WI
MSP	Minneapolis/St. Paul, MN
MBJ	Montego Bay, Jamaica
MGM	Montgomery, AL
YUL	Montreal, Dorval, Canada
YMX	Montreal, Mirabel, Canada
SVO	Moscow, Sheremetyevo, Russia
MUC	Munich, Germany
MYR	Myrtle Beach, SC
NBO	Nairobi, Kenya
BNA	Nashville, TN
MSY	New Orleans, LA
JFK	New York, Kennedy, NY
LGA	New York, LaGuardia, NY
EWR	Newark, NJ

ORF	Norfolk, VA
OAK	Oakland, CA
OKC	Oklahoma City, OK
OMA	Omaha, NB
ONT	Ontario, CA
MCO	Orlando, FL
PSP	Palm Springs, CA
CDG	Paris, de Gaulle, France
ORY	Paris, Orly, France
PNS	Pensacola, FL
PHL	Philadelphia, PA
PHX	Phoenix, AZ
PIT	Pittsburgh, PA
PWM	Portland, ME
PDX	Portland, OR
RDU	Raleigh/Durham, NC
RAP	Rapid City, SD
RNO	Reno, NV
RIC	Richmond, VA
GIG	Rio de Janeiro, Int'l, Brazil
FCO	Rome, da Vinci, Italy
SMF	Sacramento, CA
SLC	Salt Lake City, UT
SAT	San Antonio, TX
SAN	San Diego, CA
SFO	San Francisco, CA
SJU	San Juan, Puerto Rico
SRQ	Sarasota, FL
SAV	Savannah, GA
SEA	Seattle, WA
SNN	Shannon, Ireland
SIN	Singapore, Singapore
GEG	Spokane, WA
STL	St. Louis, MO
ARN	Stockholm, Arlanda, Sweden
SYD	Sydney, Australia
SYR	Syracuse, NY
TPE	Taipei, Taiwan
TPA	Tampa, FL
TLV	Tel Aviv, Israel
NRT	Tokyo, Narita, Japan
TOL	Toledo, OH
YYZ	Toronto, Canada
TUS	Tucson, AZ
TUL	Tulsa, OK

YVR	Vancouver, Canada
VIE	Vienna, Austria
IAD	Washington, Dulles, DC
DCA	Washington, National, DC

PBI	West Palm Beach
ICT	Wichita, KS
ZRH	Zurich, Switzerland

* The following is a current list at time of publication.

AIRLINE DIRECTORY

Airline	Reservations	International	Groups
Aer Lingus (EI)	800-223-6537		
Aeroflot	800-995-555		
Aerolineas Argentinas (AR)	800-333-0276		
Aeromexico (AM)	800-237-6639		800-800-9999
Air Afrique (RK)	800-456-9192		
Air Canada (AC)	800-869-9000		
Air France (AF)	800-677-4277		
Air India (AI)	800-223-7776		
Air Jamaica	800-523-5585		
Air New Zealand (NZ)	800-262-2468		
Air Niugini (Papua New Guinea)	714-752-5440		
Air St. Thomas	800-522-3084		
Air Seychelles (HM)	800-677-4277		
Air Zimbabwe	800-742-3006		
Alaska Air (AS)	800-426-0333		
Alitalia (AZ)	800-223-5730		
All Nippon Airways	800-235-9262		
Aloha Air	800-367-5250		
American Airlines	800-433-7300		
American Trans Air (TZ)	800-225-2995		
America West (HP)	800-235-9292		800-634-2312
Asiana Airlines	800-227-4262		
Austrian Airlines (OS)	800-843-0002		
Avensa-Servivensa	800-428-3672		
Avianca Airlines (CE)	800-AVIANCA		
Aviateca (Guatemala) (GU)	800-327-9832		
Balkan Airlines	800-822-1106		
British Airways (BA)	800-AIRWAYS		
British Midland	800-788-0555		
BWIA International (BW)	800-538-2942		
Cathay Pacific Airways (CX)	800-233-2742		
Cayman Airways (KX)	800-422-9626		
China Airlines (CI)	800-227-5118		
Continental Airlines (CO)	800-525-0280	800-231-0856	
COPA Airlines	800-359-2672		
Delta Air Lines (DL)	800-221-1212	800-241-4141	
Egyptair	800-334-6787		
El Al Israel Airlines (LY)	800-223-6700		
Emirates	800-777-3999		
Finnair (AY)	800-950-5000		
Frontier Airlines	800-432-1359		
Garuda Indonesia (GA)	800-342-7832		
Grand Canyon Airlines	800-528-2413		

Airline	Reservations	International	Groups
Hawaiian Airlines (HA)	800-367-5320		
Iberia Airlines of Spain (IB)	800-772-4642		
Airline	Reservations	International	Groups
Icelandair	800-223-5500		
Japan Airlines (JL)	800-525-3663		
KLM Royal Dutch Airlines (KL)	800-374-7747		
Korean Air (KE)	800-438-5000		
Lacsa Airlines (LR)	800-225-2272		
Lan-Chile Airlines	800-735-5526		
Lot-Polish Airlines (LO)	800-528-7208		
LTU International Airways	800-888-0200		
Lufthansa German Airlines (LH)	800-645-3880		
Malaysia Airlines (MH)	800-552-9264		
Malev Hungarian Airline (MA)	800-223-6884		
Martinair Holland	800-627-8462		
Mexicana Airlines (MX)	800-531-7923		
Midwest Express (YX)	800-452-2022		
Northwest Airlines (NW)	800-225-2525	800-447-4747	
Olympic Airways (OA)	800-223-1226		
Pakistan International (PK)	800-221-2552		
Philippine Airlines (PR)	800-435-9725		
Qantas Airways (QF)	800-227-4500		
Royal Air Maroc (AT)	800-344-6726		
Royal Jordanian (RJ)	800-RJ-JORDAN		
Saudi-Arabian Airlines (SV)	800-4-SAUDIA		
Scandinavian Airlines (SK)	800-221-2350		
Singapore Airlines (SQ)	800-SIA-3333		
South African Airways (SA)	800-722-9675		
Southwest Airlines (WN)	800-531-5600		
Surinam Airways (PY)	800-327-6864		
Taca International Airlines	800-535-8780		
Taesa Airlines	800-328-2372		
Tap Air Portugal (TP)	800-221-7370		
Thai Airways International	800-426-5204		
Turkish Airlines	800-874-8875		
United Airlines (UA)	800-241-6522		800-426-1122
USAir (US)	800-428-4322		
Varig Brazilian Airlines (RG)	800-GO-VARIG		
VIASA-Venezuelan Int'l (VA)	800-GO-VIASA		
Virgin Atlantic Airways	800-862-8621		800-847-4461

*The information listed was current at time of publication.

HOTEL DIRECTORY

Hotel	Reservations
Aston Hotels & Resorts	800-92-ASTON
Atlas Hotels, Inc.	800-77-ATLAS
Best Western	800-334-7234
Choice Hotels	800-228-5050
Clarion Hotels	800-228-5050
Colony Hotels & Resorts	800-388-3800
Comfort Inns	800-228-5050
Days Inn	800-633-1414
Doubletree Hotels	800-222-TREE
Econo Lodges	800-638-2657
Embassy Suites, Inc.	800-EMBASSY
Four Seasons Hotels	800-332-3442
Hampton Inns	800-HAMPTON
Helmsley Hotels	800-221-4982
Hilton Hotels	800-HILTONS
Holiday Inns	800-HOLIDAY
Howard Johnsons	800-654-HOJO
Hyatt Hotels & Resorts	800-233-1234
Intercontinental	800-33A-GAIN
Itt Sheraton Corporation	800-334-8484
Krystal Hotels Of Mexico	800-231-9860
La Quinta Motor Inns	800-531-5900
Loews Hotels	800-23-LOEWS
Marriott Corporation	800-228-9290
Meridian Hotels	800-543-4300
New Otani Hotels	800-421-8795
Nikko Hotels	800-NIK-KOUS
Omni Hotels	800-THE-OMNI
Princess Hotels	800-223-1818
Quality Inns	800-228-5050
Radisson Hotels	800-333-3333
Ramada Hotels	800-228-2828
Red Lion Hotels & Inns	800-547-8010
Red Roof Inns	800-843-7663
Ritz-Carlton Hotels	800-241-3333
Rodeway Inns	800-638-2657
Sleep Inns	800-228-5050
Sonesta International Hotels	800-SONESTA
Stouffer Hotels & Resorts	800-HOTELS-1
Super 8 Motels	800-800-8000
Westin Hotels & Resorts	800-228-3000
Wyndham Hotels	800-822-4200

* The following is a current list at time of publication.

CAR DIRECTORY

Car Rentals	Phone Numbers	
Advantage Rent A Car	800-777-5500	
Agency Rent-A-Car	800-247-1232	
Alamo Rent-A-Car	800-327-9633	
Auto-Europe	800-223-5555	
Avis Rent-A-Car	800-331-1212	800-331-1084 Int'l
Budget Rent-A-Car	800-527-0707	
Budget Rent-A-Car Hawaii	800-537-3600	
Budget Rent-A-Car of Canada	800-268-8900	
Carey International Limousine	800-336-4646	800-336-4747 Can.
Carey Limousine	800-336-4646	
DER Travel Service	800-782-2424	
Dollar Rent-A-Car	800-800-4000	
Dollar Rent-A-Car of Hawaii	800-367-7006	
Enterprise Rent-A-Car	800-325-8007	
Hertz Rent-A-Car	800-654-3131	
The Kemwel Group	800-678-0678	
National Car Rental	800-CAR-RENT	
Payless Car Rental	800-541-1566	
Thrifty Car Rental	800-331-9111	
Usa Rent A Car	800-872-2277	

* The following is a current list at time of publication. For current updates visit www.agentuniverse.com. This site requires a username and password from ATC.

ATC PREFERRED SUPPLIER MASTER LIST

The Master List is a compilation of most tour operators that ATC is affiliated with. There may be several others that ATC is affiliated with, but this list will contain the "Preferred" suppliers, those that we do the most business with and earn the highest commissions. If you wish to do business with a supplier not listed, please check with ATC to make sure that we are registered with that particular supplier.

ATC PREFERRED SUPPLIER MASTER LIST

2020 Quick Reference Guide



AIRLINE CONSOLIDATORS	RESERVATIONS	WEBSITE	CRUISE LINES	RESERVATIONS	WEBSITE
Air by Pleasant	(800) 877-8111	AirbyPleasant.com	Silversea Cruises	(800) 722-9955	CruisePRO
Cosmopolitan Travel Service	(855) 643-5527	ctsfares.com	Singlescruise.com	(800) 393-5000	singlescruise.com/agents
GTT Global	(800) 485-6828	gttglobal.com	Star Clippers	(800) 442-0551	agents.starclippers.com/us-dom
Picasso Travel	(310) 645-4400	picassotravel.com	UnCruise Adventures	(888) 862-8881	UnCruise.com
CAR RENTALS	RESERVATIONS	WEBSITE	Viking®	(877) 523-0554	MyVikingJourney.com/agent
Alamo	800-4-AGENTS	ta.alamo.com	Windstar Cruises	(800) 258-7245	AdvisorHub.WindstarCruises.com
Auto Europe	(800) 432-6490	autoeurope.com	HOTELS	RESERVATIONS	RATES CODES AND pinSIGHT
Carey International	(888) 895-1908	careyconnect.com	Accor	(844) 382-2267	7TL, TL7, TZE, TZEL, pinSIGHT
Dollar Rent A Car	(800) 800-4000	dollar.com	Aulani, A Disney Resort and Spa	(866) 503-4763	DisneyTravelAgents.com
Embarque	(866) 444-2144	embarque.com	AMAN	(800) 477-9180	TZE, TZEL, pinSIGHT
Enterprise	(800) 261-7331	enterprise.com/ta	Auberge Resorts	(866) 311-2226	TZE, TZEL, pinSIGHT
Hertz	(800) 654-3131	hertzagent.com	Belmond	(800) 237-1236	TZE, TZEL, pinSIGHT
National	(844) 382-6875	nationalcar.com/ta	Choice Hotels	(877) 424-6423	7TL, TL7, pinSIGHT
Thrifty Car Rental	(800) 847-4389	thrifty.com	Design Hotels	(833) 422-3238	7TL, TL7, TZE, TZEL, pinSIGHT
YACHT RENTAL	RESERVATIONS	WEBSITE	Hilton	(800) 445-8667	7TL, TL7, TZE, TZEL, pinSIGHT
YACHTICO	(800) 489-2248	yachtico.com	Hyatt Hotels & Resorts	(888) 591-1234	7TL, TL7, TZE, TZEL, pinSIGHT
CRUISE LINES	RESERVATIONS	WEBSITE	InterContinental Hotels Group (IHG)	(800) 315-2621	7TL, TL7, TZE, TZEL, pinSIGHT
AmaWaterways	(800) 626-0126	amawaterways.com	Leading Hotels of the World	(800) 745-8883	7TL, TL7, TZE, TZEL, pinSIGHT
Avalon Waterways	(800) 221-0090	globusfamilypartner.com	Marriott International	(888) 236-2427	7TL, TL7, TZE, TZEL, pinSIGHT
Azamara®	(877) 222-2526	CruisePRO	Millennium Hotels and Resorts	(866) 866-8086	7TL, TL7, TZE, TZEL, pinSIGHT
Blount Small Ship Adventures	(800) 556-7450	blountadventure.com	Radisson Hotel Group	(800) 333-3333	7TL, TL7, TZE, TZEL, pinSIGHT
Celebrity Cruises	(800) 437-3111	CruisePRO	Taj Hotels Palaces Resorts Safaris	(866) 969-1825	TZE, TZEL, pinSIGHT
Crystal	(800) 446-6620	book.crystalcruises.com	The Peninsula Hotels	(866) 382-8388	TZE, TZEL, pinSIGHT
Cunard® Line	(800) 528-6273	CruisePRO	Wyndham Hotels and Resorts	(877) 999-3223	7TL, TL7, TZE, TZEL, pinSIGHT
Disney Cruise Line®	(800) 511-1333	CruisePRO	INSURANCE	RESERVATIONS	WEBSITE
Holland America Line	(800) 426-0327	CruisePRO	AIG Travel	(800) 454-7107	travelguard.com
Hurtigruten	(866) 552-0371	HurtigrutenAgent.com	Allianz Global Assistance	(855) 524-3687	AgentMaxOnline.com
MSC Cruises	(800) 666-9333	CruisePRO	Aon Berkely Travel	(800) 803-1213	aontravpro.com
Norwegian Cruise Line	(800) 327-7030	CruisePRO	Chubb Travel Protection	(844) 825-2265	chubctravelprotection.com
Oceania Cruises	(800) 531-5658	CruisePRO	Travel Insured International	(866) 684-0219	travelinsured.com
Paul Gauguin Cruises	(800) 848-6172	pgcruises.com	RAIL/GROUND TRANSPORT	RESERVATIONS	WEBSITE
PONANT Yacht Cruises & Expeditions	(888) 400-1082	Ponant.com	Amtrak	(800) 525-2550	avcom.RailAgent.com
Princess Cruises®	(800) 421-1700	CruisePRO	Rail Europe	(800) 438-7245	agent.raileurope.com
Regent Seven Seas Cruises®	(844) 4 REGENT	CruisePRO	TOUR OPERATORS	RESERVATIONS	WEBSITE
Royal Caribbean®	(800) 327-6700	CruisePRO	Abercrombie & Kent	(800) 323-7308	abercrombiekent.com/agent-services
Seabourn	(800) 929-9595	CruisePRO	Adventures by Disney®	(877) 728-7282	DisneyTravelAgents.com

ATC PREFERRED SUPPLIER MASTER LIST

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TOUR OPERATORS	RESERVATIONS	WEBSITE	TOUR OPERATORS	RESERVATIONS	WEBSITE	
African Travel, Inc.	(888) 777-8016	africantravelinc.com	SITA World Tours	(800) 421-5643	sitatours.net/AgentServices	
Alexander+Roberts	(800) 367-6839	alexanderroberts.com	Tauck	(800) 788-7885	tauck.com	
Amtrak Vacations	(800) 268-7252	amtrakvacations.com	Travel2	(866) 407-7367	travel2-us.com	
Anderson Vacations	(866) 814-7378	andersonvacations.com	Universal Parks & Resorts Vacations™	(800) 224-3838	universalpartnercommunity.com	
Avanti Destinations	(800) 422-5053	avantidestinations.com	Vacation Express	(800) 486-9777	vacationexpress.com	
Bedsonline	(833) 422-3537	bedsonline.com	Walt Disney World® Resort	(800) 327-2996	DisneyTravelAgents.com	
Big Five Tours & Expeditions	(800) BIG-FIVE	bigfive.com	TRAVEL LEADERS NETWORK EXCLUSIVE PROGRAMS			
Central Holidays	(866) 210-4374	centralholidays.com	Agent Profiler	agentuniverse.com/marketing/agent-profiler		
CIE Tours International	(800) 243-8687	cietours.com	AirPRO Prime	agentuniverse.com/airproprime		
Classic Vacations	(800) 221-3949	classicvacations.com/travel-agent/login	Amenity Departure Dates	agentuniverse.com/programs/cruise-space/amenity-departure-dates		
Cosmos	(800) 221-0090	globusfamilypartner.com	Apex	agentuniverse.com/programs/cruise-space/amenity-departure-dates		
Delta Vacations	(800) 727-1111	worldagentdirect.com	CruisePRO	agentuniverse.com/cruisePRO		
Disneyland® Resort	(800) 854-3104	DisneyTravelAgents.com	Culinary Collection	agentuniverse.com/programs/cruise-space/culinary-collection		
Europe Express	(800) 927-3876	europeexpress.com	Distinctive Voyages	agentuniverse.com/programs/cruise-space/distinctivevoyages		
Excursions Ltd.	(800) 305-2571	bespokeexcursions.com	Engagement	agentuniverse.com/engagement		
Funjet Vacations	(800) 558-3060	funjetagent.com	In-Country Partners	agentuniverse.com/ln-countrypartners		
G Adventures	(877) 390-9050	gadventures.com/agents	Leaders Edge Website Program	agentuniverse.com/marketing/websites/leaders-edge		
Globus	(800) 221-0090	globusfamilypartner.com	pinSIGHT	agentuniverse.com/agency-operations/agency-tools/booking-tools/pinsight		
GOGO Vacations	(888) 567-0600	gogoww.com	SELECT Hotels & Resorts	agentuniverse.com/select-experiences		
ID Travel Group / Island Destinations	(800) 942-5499	idtravelgroup.com	Worldwide Hotel Program	tighotels.com/worldwide/ (must login to Agent Universe)		
Insight Vacations	(800) 582-8380	insightvacations.com	BUSINESS & CLIENT SERVICES			
In The Know Experiences	(646) 738-3875	events@itkexp.com	CONTACT	BUSINESS & CLIENT SERVICES	CONTACT	
Intrepid Travel	(866) 915-1511	intrepidtravel.com	ADP	(866) 506-9447	MailPound	travelleadersnetwork.mailpound.com
Islands In The Sun	(888) 819-7443	islandsinthesun.com	Agency Technology	(866) 298-2008	Office Depot	community.officedepot.com/GPOHome
JourneSM	(800) 442-9244	journe.com	Axus Travel App	axustravelapp.com	Onyx Hotel Commissions	(214) 396-3223
Kensington Tours	(888) 903-2001	kensingtontours.com/agents	Business Impact Group (BIG)	(952) 300-9413	Order Center	travelleadersnetwork.wfolder.com/M021/index.php?flavor=A
Leisure Connect	(877) 881-8651	leisureconnect.com	Booking Builder Technologies	(845) 234-4440	Park 'N Fly	(800) 763-6895
Maestro Group Travel Experts	(800) 808 9547	maestrogte.com	CIBT	(844) 890-1134	Cornerstone Information Systems	(800) 584-4653 x6422
Mayflower Tours	(800) 323-7604	mayflowertours.com	Cornerstone Information Systems	(844) 890-1134	eKit	(844) 346-3746
Monograms	(800) 221-0090	globusfamilypartner.com	Fastsigns	(952) 541-1944	Fastsigns	(647) 427-2150 ext 237
Pleasant Holidays	(866) 553-1440	pleasantagent.com	FedEx	(651) 304-1155	FedEx	trams.com
R. Crusoe & Son	(888) 490-8046	rcrusoe.com	Grasp Technologies Inc.	(866) 278-3821	Grasp Technologies Inc.	(847) 748-8811
Roadtrips	(800) 465-1765	roadtrips.com	Group Travel Technologies, Inc.	(888) 850-6833	Group Travel Technologies, Inc.	(866) 458-1193
Rocky Mountaineer	(877) 460-3200	rockymountaineer.com	HP Office Equipment	(800) 888-6039	HP Office Equipment	(800) 325-7000
Sceptre Tours	(800) 221-0924	sceptrevacations.com	Integrated Communications	(888) 609-2462	Integrated Communications	
Shore Excursions Group	(866) 999-6590	shoreexcursionsgroup.com				

VAX VACATION ACCESS TOUR BOOKING ENGINE

The Vacation Access Members List is a compilation tour operators. Vax Vacation Access is ATC's tour booking engine. You must book online through this site to earn the highest commissions. To obtain a password to use this site, please email the corporate office.

GLOSSARY OF TRAVEL INDUSTRY TERMS & ABBREVIATIONS

-A-

AAA - American Automobile Association

AH & MA - American Hotel & Motel Association

ALPA - Airline Pilot Association

APEX - Advance Purchase - Excursion Fares - used by airlines

ARC - Airline Reporting Corporation - regulatory agency representing the airlines as a policing agency and collection, distribution of airline ticket sales by travel agencies

ARTA - Association of Retail Travel Agents

ASTA - American Society of Travel Agents

ATA - Air Transport Associations

ATB - Automated Ticket and Boarding Pass

ADD-ON - an additional cost for items not included in a travel package, i.e. airfare from Los Angeles to Miami to connect with a Princess Cruise that was quoted without airfare, etc.

ADD-COLLECT - generally when a ticket is changed to a different fare level, additional costs may occur

AIR ADD ON - a surcharge for additional airfare costs to a Gateway City

ADVANCE PURCHASE - applies to purchasing discount airfares - 3, 7, 14, 21, 30 days in advance of travel

ADVERTISED TOUR - any travel program that has been advertised including a brochure outlining the details of the package

AFT - the rear of the ship

AGENCY - the business location of the retail travel agency

AIRLINE DEREGULATION ACT - effective in 1978, removed airline pricing from regulatory agency and giving the airlines the freedom to establish their own pricing - created competitive environment

AIRLINE CODE - two digit letter abbreviation for an airline, i.e. UA = United Airlines

AIRPORT CODE - three digit letter abbreviation for airports and cities, i.e. LAS = Las Vegas

AIR/SEA - sometimes referred to as a fly/cruise package - generally one leg by air and one leg by sea will be included in the travel package with the cost of the cruise

ALL-INCLUSIVE RESORTS - price includes room, meals, activities, gratuities, etc.

AIR TAXI - an operator of non-scheduled aircraft, "on-demand" service

ALL SUITE - a type of hotel that offers suites only including living room, bedroom and kitchen

AMERICAN PLAN - three meals are included per day per each room

AMTRAK - provides passenger rail service in the USA

APPROVAL CODE - alphanumeric code provided by credit card companies to authorize a purchase

ARC NUMBER - the official I.D. number assigned to an approved travel agency, recognized by all airlines and other travel suppliers

AREA BANK - the bank to which the travel agency submits the weekly ARC summary and tickets sold - a clearing house that distributes the tickets, funds and accounts for earned commissions to appropriate airlines and travel agencies

AVAILABILITY - indicates a "status", i.e. is there space available on UA flight 687 from LAS to NYC?

-B-

BACK OFFICE AUTOMATION - a management and accounting system used to control, report and regulate in-house travel agency operations

BAGGAGE ALLOWANCE - each passenger is allowed two carry-on articles that must fit in the overhead compartment or under the seat in front of them - the weight or volume of baggage that may be carried without levy of additional charges will vary with international carriers

BEARING - compass direction measured in degrees

BED and BREAKFAST - private room in a residence or inn including daily breakfast

BEDROOM - rail travel, includes a room with sink and with or without toilet

BELLS - sounding of ship's time, one bell on the half hour beginning at the hours of 4, 8, and 12

BERMUDA PLAN (BP) - accommodations with full American-style breakfast

BERTH - a bed on an airline, ship, or railroad car or a space for a ship to dock

BEST AVAILABLE - a reservation meaning I'll take anything but I prefer the best at the best price

BLOCKED SPACE - usually through wholesalers, this is space that requires deposits or prepayments to confirm and will be released back to supplier within a certain allotted time period if not committed to by the operator

BLACK OUT DATES - restricted time periods where discounts are not usually accepted

BOARDING PASS - a permit to board, ship, airplane, train, etc.

BOND - an insurance application to guarantee certain third parties that the holder of the bond will perform his contract in accordance with the regulations as set forth - all travel agencies must be bonded with a minimum of \$20,000 with ARC to guarantee the sale and collection of funds from airline tickets

BOOKING - making a confirmed reservation

BOOKING FORM - a document which purchasers of tours must complete to give the operator full particulars about who is buying the tour and what exactly the tour includes - generally the form must be signed by the client

BRIDGE - the control and navigational center of a cruise ship in the forward section

BRITRAIL PASS - a pass good for unlimited use on rail travel for a specified time period within the United Kingdom

BRITRAIL SEAPASS - unlimited use of hovercraft or boat to Ireland and the European continent - purchased along with Britrail Pass

BROCHURE - a printed marketing piece used to promote tours, cruises, etc.

BUBBLE CAR - observation car on a railroad train

BUFFER ZONE - an area extending 225 miles from the US borders with Mexico and Canada, which is used for air taxation purposes

BULK FARE - a system for wholesalers to purchase seats from an airline at a net contract rate - these are used to package tours for the travel agents for resale

BULK RATE TICKET - a contract ticket sold by consolidators and wholesalers

BULKHEAD - partition walls that separate any parts of a ship or airplane - all modern ships have watertight and fire proof bulkheads

BULWARK - the side of a ship at or near the main deck

BUMP - to displace a passenger - usually someone traveling on a standby fare or discounted fare, i.e. employees of the airline who may be bumped if the airplane fills up with higher priority ticket holders

-C-

CHA - Caribbean Hotel Association

CLIA - Cruise Lines International Association

CRS - Computer Reservations System

CRT - Cathode Ray Tube - computer screen

CTA - Caribbean Tourism Association

CTC - Certified Travel Counselor - has completed five years in the industry and a graduate course in a travel management program

CABANA - a beach room with or without beds

CABIN - accommodations on a cruise ship or sections within an airplane

CAMBIO - a place where currencies may be exchanged

CAPACITY CONTROLLED - inventory control of airplane seats at specific pricing

CARRIAGE - the act or process of transporting

CARRIER - commonly used term for an airline, cruise line, and other means of passenger transportation

CATEGORY - a system for dividing inventory into pricing categories on cruise ships

CHARTER - to hire an airplane, bus or cruise ship for a specific group-travel arrangement

CHARTER AIRLINE - an airline leasing an airplane or conducting their business specifically for agencies or companies for specific purposes

CHECK-IN - registering when you arrive at a hotel or airport

CHECK-IN TIME - a designated time of arrival that will be accepted by the hotel - airlines allow check-in at their ticket counters at any time however, gate check in is usually 1 hour before departure

CHECK-OUT - a designated time to vacate a hotel room

CHECKED BAGGAGE - baggage placed in the baggage compartment on the airline

CHILD - a child for airfare purposes is age 2 through 11 years

CIRCLE TRIP - generally an airplane trip that includes a stop over at a new locations, i.e. LAS to NYC staying three days then fly on to MIA for 3 days then back to LAS

CLASS OF SERVICE - airline term for types of fares offered

COACH - the class of service on an airline that is not restricted or discounted, usually classified as a "Y" fare

CDW - Collision Damage Waiver - an option to purchase liability insurance when renting a car

COMMERCIAL RATE - fixed negotiated hotel rates for the business traveler, usually discounted from the regular rack rates

COMMISSION - the percentage paid to travel agents for selling the suppliers products

COMMUTER CARRIER - usually smaller aircraft, serving smaller airports

COMMON RATED - destinations usually adjacent to each other, i.e. Kennedy and LaGuardia airports and the rates are the same

COMPANION FARE - designated by an airline where one passenger pays a specific fare and the second person traveling with them flies free or at a greatly discounted rate

COMPANIONWAY - stairs on a ship leading from one deck to another

CONCIERGE - a service desk in a hotel which makes reservations for tours, restaurants and delivers general information to hotel guests

CONDOMINIUM - an apartment, villa, or townhouse

CONFIDENTIAL TARIFF - schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents

CONFIGURATION - the interior arrangement

CONFIRMATION NUMBER - a number assigned to a booking by hotels, car rentals, and cruise lines - the airlines use a Record Locator Number

CONFIRMATION - acceptance by supplier of a booking reservation

CONJUNCTION TICKETS - two or more tickets concurrently used, which together constitute a single contract of carriage

CONNECTION ROOMS - two or more rooms with private doors permitting access from one to the other without use of a corridor

CONNECTING FLIGHTS - a landing in between two cities constituting a third city for the purpose of changing airplanes to continue on the final destination

CONNECTING TIME - an allowable time to make connecting flights - established by the airlines

CONSOLIDATOR - a travel company that negotiates "net" rates with airlines, car rental companies, cruise lines, etc. - and resells to travel agents and consumers

CONSULATE - a branch office of an embassy

CONTINENTAL BREAKFAST - usually beverage, Danish and juice

CONTINENTAL PLAN - a hotel rate that includes continental breakfast

CONTINENTAL US - the contiguous 48 states and District of Columbia

CONTRACTOR - a land operator that provides services to wholesalers, tour operators and travel agents

CONVENTION HOTEL - a hotel that caters to large groups

CONVENTION TOUR - a tour developed for members of an association who are attending a convention, trade show or conference

CORPORATE RATE - a discounted rate offered to employees of certain corporations

COUCHETTE - a sleeping berth in a compartment on a European train

COUNTER AGENT - an airline ticket agent at the main ticket counter

COUPON, PASSENGER - the passenger copy of the ticket, also the passenger receipt

COURSE - direction in which ship is heading

CRUISE - a sea voyage usually on a large ship

CUSTOMS - the government agency that inspects and verifies citizenship and contents of baggage upon re-entering the country

CUSTOMS USER FEE - a fee assessed by the government to passengers arriving in the US from an international point

-D-

DBA - Doing Business As - a name that is different from the incorporation name

DOT - Department of Transportation

DSM - District Sales Manager

DAILY RATE - a rate charged by car rental agencies for a 24 hour period

DAY-RATE - a special rate for a hotel room during the day but does not allow overnight stay

DEADHEAD - operating a transportation vehicle one direction without paying passengers

DECK - the "floor" of a ship

DECK PLAN - a detailed layout of the entire ship

DENIED BOARDING - airlines reserve the right to deny boarding to any passenger at their discretion - usually this is due to overbooking or communications errors

DENIED BOARDING COMPENSATION - compensation offered a paid passenger who for some reason has been denied boarding - compensation is at the discretion of the airline

DEPARTURE TAX - a tax levied by a country when a visitor leaves

DEPOSIT - a full or partial payment used to secure a reservation

Deregulation - removal of government control over the operation of an industry

DESTINATION - the place to where your travel will take as your ultimate destination

DINER - a railroad restaurant car

DIRECT FLIGHT - a flight that will stop enroute to your final destination but no change of airplane is required

DISCOUNT FARES - cheaper than normal and full fare rates - usually carries restrictions
DISEMBARK - to go ashore, get off a ship
DOCK - structure to which a ship attaches itself when in port
DOME CAR - observation car on train
DOMESTIC - within the country boundaries
DOMESTIC FLIGHT - originating and ending flight within the boundaries of a country
DOUBLE - generally means two persons
DOUBLE/DOUBLE - room with two beds
DOUBLE OCCUPANCY - the per person rate for 2 persons sharing the same room or itinerary
DOUBLE OCCUPANCY RATE - the full price of the room, not a per person rate
DOWNGRADE - to move a passenger to a lower class of service or accommodations
DOWNTIME - all segments on an itinerary after the originating flight
DRAFT - number of feet from the waterline to the lowest point of a ship's keel
DROP CHARGE - a fee charged by rental car companies when a car is dropped off at a location other than the originating city
DRY LEASE - leasing an aircraft without an operator or crew but includes supplies, fuel and maintenance service
DUTY FREE PORT - a port of call has numerous duty free stores offering merchandise at greatly reduced prices
DUTY - a tax paid on items purchased abroad
DUTY FREE - overseas purchases that are exempt from taxes
DUTY FREE SHOP - usually located at major international airports where duty free merchandise, i.e. liquor, cameras, tobacco products and many luxury items are sold to outbound passengers

-E-

ELECTRONIC E-TICKETS - a computerized ticket used by some airlines rather than a hard physical ticket
EFFICIENCY - accommodations containing some sort of cooking facility
EMBARK - to enter or board a ship, airplane or train
EMERGENCY EXIT ROW - assigned on day of departure only to qualified passengers
EQUATOR - an imaginary line running east to west around the earth, separating northern and southern hemispheres
EMBARKATION POINT - the port from which a cruise ship departs
ESCORTED TOUR - sightseeing tours or presold tour package including a tour guide
EURAIL - the European railway system joining 20 countries
EURAILPASS - a ticket or pass purchased in the US prior to departure for unlimited travel on Eurail
EUROPEAN PLAN - EP - hotel without meals included
EXCESS BAGGAGE CHARGE - a fee assessed by airlines for more baggage than allowed or for baggage with dimensions larger than standard acceptance
EXCURSION - usually a "side" trip, usually short, made with the intention of returning to the original departure location for the excursion
EXCURSION FARE - highly discounted fare with many restrictions
EXTENSION - extending the length of stay

-F-

FAA - Federal Aviation Administration - oversees airline operations and maintenance
FAM - Familiarization Tour - reduced rates offered by suppliers to travel agents - to inspect their property or products
FARE BASIS CODES - an alpha numeric code which identifies an airline fare - used to determine rules and regulations specific to that airline
FARE LADDER - system to determine breakdown of fares for each segment of the ticket
FATHOM - used in calculating depth in water - 1 fathom = 6 feet
FMA - Federal Maritime Administration - regulates water commerce
FMC - Federal Maritime Commission - the US federal regulatory agency with authority over international passenger and cargo carriage
FIYTO - Federation of International Youth Travel Organization - a worldwide organization engaged in promoting travel for students
FENDER - anything used as a cushion between the side of a ship and the dock
FERRY FLIGHT - non-revenue positioning of an aircraft
FIRST CLASS - the best and most expensive way to go
FIT - Foreign Independent Travel. Non-escorted tours abroad.
FLAG CARRIER - usually an officially recognized international carrier representing a country
FLY/CRUISE PACKAGE - a cruise package that includes RT airfare
FLY/DRIVE PACKAGE - a package that includes airfare and car rental only
FORWARD - Fore - the front part of a ship
FREQUENT FLYER PROGRAM - an award program sponsored by airlines to give frequent travelers, on their airline, discounts and free tickets
FULL PENSION - in Europe, a hotel that offers three meals daily (American Plan)
FULLY APPOINTED - refers to a travel agency who has received certification and appointment from airlines, cruise lines, trains, etc.
FUNNEL - smoke stack on a ship

-G-

GALLEY - the kitchen on a ship or airplane
GATEWAY - the city or airport from which a flight originates for international travel
GREENWICH MEAN TIME - GMT - the mean solar time at Greenwich, England, used as the basis for calculating time throughout the world
GROSS REGISTERED TONNAGE - GRT - the revenue earning portion of a ship, the enclosed portion - one GRT = 100 cubic feet
GROUP - usually comprised of 10 or more people traveling together

-H-

HATCH - an opening on a ship leading to the cargo area
HEAD TAX - a fee levied by some countries for arriving or departing passengers
HELM - a ship's steering wheel, including the rudder and connecting cables to the hydraulic systems
HIRE CAR - renting a car in Europe and Britain
HOLD LIMIT - the time a reservation will be held before payment is due
HOLD - cargo area of a ship

HK - Holding Confirmed - a confirmed reservation on an airline - not a guarantee until the reservation is paid

HOSPITALITY SUITE - a room used to entertain

HOSTEL - an inexpensive, supervised lodging, usually for youths

HOTEL CLASSIFICATION - in the order of price or type of accommodations:
Deluxe, First Class, and Tourist - usually accepted by European hotels

HOTEL PACKAGE - a travel package that usually includes accommodations with some amenities

HOTEL REGISTER - a permanent record maintained by the hotel for registered guests

HOTELIER - inn keeper or hotel keeper

HOUSING BUREAU - usually a clearing house for hotel reservations in conjunction with conventions and/or large meetings

HOVERCRAFT - a high speed boat which rides on a cushion of air over the waves

HUB AND SPOKE ROUTE - a major organization point and connecting point for an airline

HULL - the frame and body (shell) of a ship

HYDROFOIL - a high-speed boat that rides on pontoon type wings just above the waves

-I-

IATA - International Air Transport Association

IATAN - International Airlines Travel Agent Network - a link between domestic and international airlines, also a regulatory agency for travel agencies

ICC - Interstate Commerce Commission

ICTA - Institute of Certified Travel Agents

INCENTIVE - overrides or commissions

INCENTIVE TOUR - a tour that includes all costs at a flat rate

INCOMING TOUR - a tour that originates in a foreign country, arriving in the USA

INDEPENDENT PACKAGE TOUR - a bus tour that visits several places

INDEPENDENT TOUR EXCURSION AIRFARE - ITX - used in conjunction with a land package to certain destinations

INDUSTRY AGENTS - ARC approved travel agencies capable of ticketing

INFRASTRUCTURE - the network of highways, utilities, airports, entertainment, local culture, and all facilities which make tourism possible

INSIDE CABIN - an interior cabin on a ship without windows

INTERLINE - travel on more than one airline to a single destination

INTERSTATE - between states

INTRASTATE - within the same state

ITINERARY - document that spells out the travel program with flight numbers, departure and arrival times, supplemental information, i.e. car rentals, hotels, attractions, etc.

-J-

JAX FAX - a directory of charter flights and group departures on scheduled

JET - any aircraft powered by turbojet engines

JOINT FARE - a special through fare in cooperation with 2 or more airlines

-K-

KNOT - nautical speed measurement - 1 knot = 1.15 miles per hour

-L-

LANAI - usually a resort room overlooking the water or gardens with a patio

LAND ARRANGEMENTS - tour package or hotel rooms; may include other amenities but excludes transportation

LAND OPERATOR - a company that provides local (destination) travel services, transfers, sightseeing tours, guides, etc.

LATITUDE - angular distance measured in degrees north and south of the equator - one degree is approximately 60 nautical miles - lines run horizontal around the earth

LEAGUE - measure of distance approximately 3.45 nautical miles, either vertical or horizontal

LEEWARD - LEE - facing away from the wind

LEG - a one-way portion of a flight, non-stop, between two points

LINEAR ROUTE - a round trip flight over the identical route with the same airplane

LOAD FACTOR - the percentage of seats sold and occupied of the total seats on the airplane

LOG - daily record of a vessel speed and progress

LONGITUDE - distance measured in degrees east and west of the prime meridian at Greenwich, England - lines run vertically around the earth

LOWER - a berth on a ship or train that is beneath another

-M-

MANIFEST - a listing of all the passengers or cargo on a ship or airplane

MANUAL TICKET - airline ticket that is hand written versus computer generated

METROLINER - an Amtrak high-speed, luxury train used in short and intermediate distance intercity travel - all seats are reserved and includes bar, snack, dining and telephone service, but no sleeping facilities

MILEAGE RATE - the rate per mile assessed by car rental agencies

MILITARY PASSENGER - is on active duty with the armed forces

MINIMUM/MAXIMUM STAY - a restriction on a airline fare code that requires the passenger to stay at the destination for a period of time before returning to origination

MINIMUM CONNECTING TIME - the time regulated by the airline that allows the passenger to make a safe and timely connection on another airplane - general rule is 30 to 45 minutes at larger airports and 20 minutes at small airports

MAP - Modified American Plan - room plus two meals per day

MAA - Motel Association of America

MOTORCOACH - a large highway passenger vehicle, i.e. a bus

MURPHY BED - a bed that folds into the wall when not in use

-N-

NTSB - National Transportation and Safety Board

NVA - Not Valid After

NVB - Not Valid Before

NAUTICAL MILE - 6080.2 feet - a regular mile is 5280 feet

NET FARE - the fare that is non-commissionable

NO REC - No Record - a reservation that was not received by that airlines CRS system when it was booked by another airlines CRS system - will try to accommodate, but no guarantee

NO SHOW - a passenger that doesn't appear for a flight or does not check in to a hotel

NON-REF - Non Refundable - appears in the endorsement box of a ticket to indicate the ticket cannot be refunded if canceled

NON-REVENUE - Non-Rev - a term used to identify passengers who are flying free, i.e. employees of the airline or other airlines where an interline agreement exists

NON-STOP FLIGHT - a flight that reaches its destination from origination point without any stops

NORMAL FARE - non-discounted fares, i.e. First Class, Coach, Business Class or Standard

NOT VALID AFTER - NVA - used as a notation on ticket when a fare will be changing during the flight of this passenger

NOT VALID BEFORE - NVB - used when fare does not permit a return until a specified date

-O-

OAG - Official Airlines Guide - provides information about airline flight schedules

OHRG - Official Hotel & Resort Guide - provides information on hotels and resorts along with amenities, maps, etc., worldwide

OBSERVATION CAR - on a railroad car, usually means a car with larger windows designed for viewing

OFF-LINE - travel on a carrier other than your own or the initial carrier

ON-LINE CONNECTION - using the same carrier throughout the journey, changing airplanes but staying on the same airline

OPEN JAW - a flight where the passenger flies into one city but returns from another city

OPEN SEATING - free access to any seats when seats are not preassigned

OPEN TICKET - a ticket that does not specify when a service is to be performed - the passenger must make his own reservations, based on availability

OPTION - a side trip or excursion offered at an additional cost

OPTION DATE - a date set for deposits or full payment before the reservation is canceled

OSI - Other Special Information - used as a message from a CRS system to another CRS system advising the carrier of any special information or requirements pertaining to a passenger

OTID - Official Travel Industry Directory

OUTBOUND - travel from origination city

OUTSIDE CABIN - a ships cabin on the outside with a window or porthole

OUTSIDE SALESPERSON - an unsalaried associate of a travel agency who receives commissions on their individual travel sales

OVERBOOK - when more passengers are sold or ticketed on an airplane - this is a normal practice of airlines due to people booking reservations on several airlines at the same time - seats are only guaranteed if they are ticketed

OVERRISE - an additional incentive above normal commissions usually offered by suppliers for high producers

-P-

PATA - Pacific Area Travel Association

PNR - Passenger Name Record - the passenger reservation in the airline CRS system

PACKAGE - a number of travel ingredients are packaged together and sold for one price

PACKAGER - usually a wholesaler who packages tours

PADDLEWHEEL - propulsion for riverboats

PARLOR CAR - a railroad car or motorcoach with swivel seats, food and bar

PAX - short for passenger

PASSENGER TYPE - specific groups of citizens who receive discount fares, i.e. seniors

PASSPORT - a document issued by the country of which one is a citizen - it verifies identity and represents permission to travel abroad

PER DIEM - cost of a days subsistence - used primarily for business travelers

PITCH - the fore and aft motion of a ship at sea

POINT TO POINT - a fare from city to city

PORT TAXES - charges levied by ports of call for passengers arriving or departing

PORT - the left side of a ship

PORTS OF CALL - a stop where ships dock and leave off or receive passengers

PORTERAGE - baggage handling at airports

PORTHOLE - circular window in a ship

PRE-REGISTRATION - preparing arrival reservation cards in advance of registration

PRESSURIZATION - increase in air pressure in an airplane to make the pressure as near to ground level as possible

PRIMARY CODE - the first digit on a fare basis code

PRIME MERIDIAN - the line of longitude running north to south through Greenwich, England

PROMOTIONAL FARES - usually a restricted fare, highly discounted, used to stimulate traffic

PROOF OF CITIZENSHIP - a document, i.e. birth certificate, passport or in some cases voter registration card, used to establish nationality in a foreign country

PURSER - a cruise ship officer who handles passenger relations, shore excursions etc.

-Q-

QUAY - a dock, berth or pier

QUEUE - a term used for a computer record or file that is placed into an area in the computer for follow-up

-R-

RPM - Revenue Passenger Mile

RACK RATE - normal published rates before discounts

REROUTE - transfer or alternate routing

REBATE - cash refund after purchase has been made

RECEIVING AGENT - ground operator, receptive operators - companies that greet people arriving, providing ground services, i.e. bus, van limo, etc.

REGISTRY - ships are registered in particular countries for tax purposes and fly the flag of that country - Panama and Liberia are favorites for registry

RESERVATION - a booking for a hotel, airline seat, or car rental where space is actually committed to the client for a period of time waiting payment

RESORT - a property, i.e. hotel, condominium, or timeshare where additional amenities are offered - generally regarded as vacation properties

RUN OF THE HOUSE - a flat rate for any room in the hotel based on availability at check in

-S-

SABRE - American Airlines CRS system

SCHEDULED - transportation service operating according to published timetables

SCHEDULED AIRLINE - an airline that offers regular flights on a scheduled basis

SEGMENT - on air flights, a leg or the itinerary portion equal to departure from one point and arrival at the next stop - you may have several segments on one flight in each direction if you have several stops

SELF DRIVE - a rental car

SHOULDER - refers to seasonal fluctuations in volume of traffic

SHARED BEDS - where one single passenger must share a cabin with another single passenger

SHORE EXCURSIONS - optional sightseeing tours at ports of call

SIDE TRIP - an excursion

SINGLE SUPPLEMENT - additional cost for a single person traveling alone rather than the per person double rate when two travel together - the single must pay the additional charge, i.e. a hotel room that costs \$200 per night single or \$100 per night per person double

SLEEPER - a sleeping car on a train

SOUNDING - measuring the depth of the water by a weighted rope or electronic device

SPA - usually a health and fitness resort

SPACE AVAILABLE - on an airline, usually applies to standby - booking a reservation with no commitment by the carrier for specific seats, pricing, etc.

SPECIAL FARES - discounted or promotional fares

SSR MESSAGE - Special Service Request - sends message to carrier for service required by the passenger, i.e. wheelchair, meals, special seat, etc.

STABILIZER - a device used to eliminate or dampen a ship's tendency to roll

STACK - the funnel or chimney from which the ship's gasses escape - smoke stack

STANDBY - waiting list

STANDBY FARE - a promotional fare based on space available - the client cannot board until all other paying passengers have boarded - if no space exists, the passenger cannot board but will usually be upgraded for the next flight

STARBOARD - the right side of a ship

STATEROOM - a sleeping room on a ship is usually better than a cabin

STEAMSHIP - large ocean going vessel

STERN - the aft or rear of the ship

STOPOVER - a preplanned stop before reaching destination - 4 hours domestically or 24 hour internationally

SUPERSONIC - a term used to describe transportation that can travel above the speed of sound

SUPPLIER - one who produces a travel product, i.e. tour operator, airline, cruise line, etc.

SUPPORTING DOCUMENTS - additional papers necessary to verify a transaction - drivers' license, birth certificate, passport, etc.

SURCHARGE - additional charges for extra items, i.e. fuel charges, stop overs, etc.

SURFACE TRANSPORTATION - other than air transportation

-T-

TARIFF - rules and restrictions governing airline fares, published or contracted

THEME PARK - a large recreational park with rides, restaurants, entertainment and other attractions - Theme Parks usually have a special image they want to project

THROWAWAY - usually an item in a tour package that is paid for in the inclusive price but has no cash value and can be discarded or not used

TICKET - the document used as evidence of a purchase for a particular admission or transportation - a receipt

TICKET AGENT - a transportation employee who takes reservations and sells tickets - different from a gate agent

TICKET DESIGNATOR - a secondary addition to a ticket that indicates items, i.e. senior discount, child fare, group fare, advance purchase waiver, etc.

TIME SHARING - a sale of a condominium or apartment for limited used, i.e. 1 or 2 weeks per year at the same time each year

TBA - To Be Assigned - waiting for specific arrangement pending confirmation

TONNAGE - measures a ship's size

TOUR - any prearranged package tour that includes one or more destinations

TOUR FARES - net fares extended to tour or wholesale operators who prepackage tours

TOUR BASING FARE - a reduced rate excursion fare available to those who buy prepaid tours

TOUR BROKER - an organized bus tour company or a person who organizes bus tours

TOUR ESCORT - a person who accompanies a tour throughout the entire itinerary whose function is to assist the passengers and ensure a smooth operation

TOUR GUIDE - a person who escorts a tour in a particular area or city where they have a particular expertise - the tour may continue on to other destinations without the guide

TOUR OPERATOR/TOUR WHOLESALER - a company that purchases individual components and packages them into a single travel package at a single price - usually sells the packages through travel agencies

TOUR ORGANIZER - a person or company that organizes groups for specific prepaid travel packages

TOURIST CARD - a card that permits entry to a foreign country without having a passport - usually used in Central and South America and Mexico

TOURIST CLASS - below first-class level

TRANSFER PASSENGER - a transit passenger scheduled to change vehicles

TRANSFER - transportation between airports and hotels, hotels and cruise ships, etc. - usually prepaid in tour package

TRAVEL 2000 NETWORK - an organization that provides instructional training for individuals to enter the travel sales business

TRAVEL PROFESSIONAL - a person who has received the specialized training needed to work in the travel industry

TRIPLE - three people sharing the same itinerary and accommodations

TUG - a vessel equipped with heavy duty engines used for towing

TURBOPROP - an aircraft using a propeller and powered by a gas turbine engine

TURBOJET - aircraft powered by an engine incorporating a turbine driven air compressor to take in and compress air for fuel combustion - the combustion gasses and/or heated air being used both to rotate the turbine and create a thrust producing jet

TWIN - two people sharing the same itinerary and accommodations

TWIN ROOM - a room with two beds also known as double/double

-U-

UATP - Universal Air Travel Plan - an airline sponsored credit card used specifically for air travel

USTOA - United States Tour Operators Association - an organization of operators that offer worldwide tours, requiring strict rules and bonding to protect their clients in case of default

USTTA - United States Travel and Tourism Association - Department of Commerce agency for the promotion of tourism

U-DRIVE - self drive

U.C. - Unable To Confirm - term used for a waitlist or other unconfirmed reservations waiting for confirmation - transmitted via a CRS system to the airline

UMNR - Unaccompanied Minor - a child under 12 who is traveling alone - airlines will not accept a child under five traveling alone

Children 5 - 7 years old may travel alone on nonstop or direct flights only and on the last flight of the day

Children 8 - 11 years old may travel alone on any flight except the last flight of the day

UPSCALE CRUISE - a first-class cruise that lasts longer than seven days

UPGRADE - to move a client to a better class of service or accommodation

UPPER - a berth on a ship or train immediately above another berth

USA RAILPASS - a pass good for rail travel in the US, sold for a flat rate for a specified number of days and allows stopovers

USS - United States Ship - part of ship's official name

-V-

VALIDATE - to imprint an airline ticket with a special stamp that makes it a legal ticket

VALIDITY DATES - dates of travel when certain fares are applicable

VALIDATOR - a mechanical device used for validation

VALUE SEASON - a term used by some suppliers to indicate times of the year, which are not peak season - lower pricing season

VISA - a stamp or endorsement issued by a foreign government that is placed in a traveler's passport specifying the conditions for entering the country

VISIBLE HORIZON - at sea, the distance from the vantage point of an observer to the horizon

VUSA FARES - Visit USA Fares - usually a tariff offered to foreign travelers who wish to visit the USA, at discounted or reduced rates and usually restricted to purchase outside the USA

VOLUME CRUISE - usually a two-to-five day cruise, most popular and moderately priced

VOUCHERS - documents issued by a tour operator to be exchanged for travel or services

-W-

WHO - World Health Organization - the agency that advises vaccination requirements and alerts governments to the spread of communicable diseases

WAITLIST - an automated waiting list generated within a CRS system placing a reservation without a confirmation - the airline computer automatically monitors these for confirmation when availability occurs - there is no guarantee of a confirmation

WARSAW CONVENTION - a pact entered into by International and Domestic airlines that ultimately established a limitation of \$75,000 per passenger and waiving their right to defense

WEEKEND RATE - with regards to car rental companies, a rate established where a rental includes Saturday and Sunday

WEEKLY RATE - seven consecutive days

WET LEASE - in the case of an aircraft, the lease would include all services including pilots, crews, supplies, food, etc.

WINDWARD - facing the wind

WORLDSPAN - Northwest and Delta Airlines CRS system

-Y-

YAW - to erratically deviate from the ship's course, usually caused by heavy seas

YIELD MANAGEMENT - a department in the airline that monitors flights, city pairs, passenger volumes, seat utilization, etc., and makes recommendations as to the inventory levels of discounted seats

YOUTHPASS - passengers under the age of 26 who purchase unlimited second class rail travel on the Eurail system

-Z-

ZULU TIME - time established at Greenwich Mean Time (GMT), London's time zone

When you identify yourself with suppliers as an Independent Contractor with America's Travel Companies, we want to make sure you understand certain policies and procedures of ATC, so we have created a New Agent test.

The online test does require a password for access and is listed as part of your final training. The test may be completed at your own pace, and will cover material from this manual and the modules. You must receive a score of 80% to pass. When you submit your answers, your score will be shown to you. You can take the test as many times as you need.

Once your test has been submitted, you are eligible for access to additional exclusive features as part of your membership.

Appendix

PREFERRED BENEFITS PROGRAM

The Preferred Benefits Program (PBP) is a corporate program that provides a number of useful services and benefits to ITAs.

PBP can be paid with your debit card, or your credit card for your automatic monthly charge. The cost of the PBP is \$29 per month. Your PBP can also be prepaid in yearly increments.

- You will receive **unlimited access** to America's Travel Companies on the Internet. No **expensive software or additional usage fees** will be necessary to book travel. Including tour, cruise, and air booking engines.
- You will receive **email broadcasts**, which include late breaking news and travel specials, and FAMS.
- You will be provided with your own **ITA website**.
- You will have access to **daily supplier travel specials** on the web site.
- Free marketing programs to promote your new business.
- You will have the ability to view your account online, showing what travel commissions have been received.
- Commission deposits twice a month, with back office accounting.
- Your annual **renewal fee is included**.
- ATC bears all the costs of licensing, bonding, state and local registrations required for the travel industry.
- You will have use of our ARC/IATA/CLIA numbers for top commissions, and access to supplier Business Managers with 20+ years of solid business relationships.

The **PBP is mandatory** to maintain your Independent Travel Agent status. The PBP is charged on the 15th of each month.

CORPORATE WEB SITE AMERICASTRAVEL.COM

The Home Page at www.americatravel.com is available to anyone accessing the Web Site. Information available to the public includes information on the companies as well as a listing of Web Site features. The Members only features may be accessed by members who have been given access through their own personal password. When accessing the home page, the member will click on the Member Login box which will bring up a screen requesting their username and password. You will enter your username using your ITA number. Then, press the "tab" key and you will drop to the next line where you will enter your password. The password must be typed in exactly as it was issued, including upper and lower case letters.

USERNAME: 7700000 (your actual ITA number)

PASSWORD: (in correct case)

The username and password are unique and individually assigned to each ITA. Most areas of the site may only be accessed by current members.

ACCESS TO INFORMATION ON AMERICASTRAVEL.COM

After clicking on Members Only, your username and password box will appear. If you have trouble getting authorization to access the Web Site, it is commonly a problem with the way you entered your username or password. Different sections of the Web Site contain different information. We urge you to become familiar with all areas.

The corporate web site is consistently changing as new features are added and improved. Take the time to go through the various sections and learn where to find information.

Policies And Procedures

INDEPENDENT TRAVEL AGENT (ITA)

- To become an ITA with America's Travel Companies (ATC), an individual must submit, and have accepted, a signed Independent Travel Agent Application and Agreement, together with the Preferred Benefits Program Application, and submit an enrollment fee. This enrollment fee covers the cost of the Introduction To Travel Program (ITTP), certain newsletters, materials distribution, trainings, and communications. This sum is not a service, product purchase or franchise fee, but rather is an offset to costs incurred by America's Travel Companies for educational and business materials required for an ITA.
- If an ITA wishes to cancel this Agreement, ATC agrees to provide a refund of the purchase price as according to the state laws specified in the State of Nevada of 72hours.
- The signed Application and Agreement constitutes an agreement on the applicant's part to adhere to these Policies and Procedures. An ITA cannot sell ATC products until he/she has been accepted by ATC and has studied and understands all ATC Policies and Procedures. There are no exclusive territories. An ITA is not authorized to make sales outside the States or Territories of the United States without the express written consent of the company.
- An ITA must be at least eighteen (18) years of age, or the age at which a resident may enter into a contract in the state in which he/she lives.
- Each ITA is an independent businessperson whose success or failure depends on his or her own efforts. There is no agency or employment relationship for federal income tax or any other purpose between ATC and any ITA. ITAs are solely responsible for determining their state and local sales and use laws and all other state and local laws, regulations and ordinances regarding the sale of ATC products. ATC shall have no responsibility for any action, or failure to act, on the part of any ITA, or any obligation undertaken by any ITA. ITAs have no authority to bind ATC to any obligation.

Representations made by ITAs

- Each ITA shall truthfully, factually and fairly describe the ATC products and programs and their business relationship with ATC in all discussions with customers and other ITAs, or potential ITAs. This obligation of fair and complete discussion shall include, without limitation, the following:
- The ITA shall never misrepresent any material fact about ATC or its products. The ITA shall provide sponsored ITAs with a copy of these Policies and Procedures, the Compensation Plan and any pertinent supplemental terms and conditions prior to, or when giving such person an Application and Agreement form.
- It shall be made clear to the ITA, and to any prospective ITA, that the ATC opportunity, or any compensation to be derived there from, is based solely on sales of ATC products.
- The ITA shall not state that profits are guaranteed or certain for ITAs. He/She shall make it clear that ITAs can expect to be successful only through hard work and substantial efforts. No opportunity or income claims may be made to prospective ITAs.
- All personal testimonials must be factual and based upon the personal experience of the ITA. Income representations must not be stated, or even implied. All representations, whether written or verbal, in connection with promoting or presenting this opportunity must comply fully with the applicable laws and regulations of the jurisdiction in which such representations are made. The ITA shall not make claims for any ATC products other than those provided through ATC.

IDENTIFICATION NUMBERS

ATC must receive each ITA's Social Security Number for the purpose of filing a Form 1099 and other required government documents.

RESIGNATION

- An ITA may be terminated voluntarily, or for cause. Requests for termination must be in writing and mailed to America's Travel Companies, 7935 Badura Ave, Ste 1035, Las Vegas, NV 89113 together with any earned agent identification card(s) if applicable.

The Preferred Benefits Program (PBP) participation is a contractual obligation for active ITA status. An ITA requesting removal from PBP participation is, in effect, submitting a voluntary resignation and must follow the above procedure, submitting the request in writing together with the return of any industry ID card(s).

DEATH, INCAPACITY AND INHERITANCE

Upon the death or incapacity of an ITA, their right to commissions and, together with ATC Independent Agency responsibilities, shall pass to their legal heir(s) upon written application and approval by ATC. The inheriting successor must fulfill all responsibilities of the ATC Independent Agency.

RIGHTS TO SPONSOR

Independent Travel Agents may sponsor prospective agents into ATC and receive a \$100.00 referral bonus. ATC will recognize as sponsor the person whose name appears on the Application and Agreement.

NETWORKING

Networking with other ITAs can result in many benefits, such as:

- The costs of training, meetings and advertising being divided among them;
- Larger and more productive meetings can be arranged, resulting in additional enthusiasm, excitement and success; and
- The creation of reciprocity among ITAs.

Exclusive Rules

- These Policies and Procedures, the Application and Agreement, the Preferred Benefits Agreement and the instruments and documents referred to herein constitute the entire understanding of the parties with respect to the entire working relationship between ITAs and ATC. The Policies and Procedures, Application and Agreement and the Preferred Benefits Agreement may be amended only by an instrument in writing signed by an authorized officer of ATC. Should any inconsistencies arise, the terms and conditions of the Policies and Procedures, Application and Agreement and the Preferred Benefits Agreement shall be controlling.
- ATC expressly reserves the right to alter and amend any prices, policies, procedures, product availability and the Compensation Plan. Such amendments are automatically incorporated as part of the Agreement between ATC and the ITA and take effect thirty (30) days after notification.

LIMITED WARRANTY AND DISCLAIMER OF WARRANTIES

With respect to travel and related products and services, the customer shall be bound by the provider's guarantee policies. With respect to any other products, ATC shall provide ITAs with guarantee details.

INFRINGEMENT

ATC disclaims and excludes all warranties regarding possible infringement of any United States or foreign patent, trademark, trade name, copyright or the like, by the ITA's operations and the ITA shall have no claim in this connection. The ITA shall immediately notify ATC as soon as he/she learns of any claim or suit relating to any of the matters discussed in this paragraph.

EXCUSE FOR NON-PERFORMANCE

Neither ATC, nor any ITA, shall be responsible for delays and failures in performance, hereunder, where performance is made commercially impractical due to circumstances beyond either party's control, including without limitation, strikes, labor difficulties, riot, war, fire, delay or curtailment of the party's usual source of supply or governmental decrees or orders.

INCOME TAXES

Because ITAs are independent contractors, ATC does not deduct any personal taxes from commission or bonus checks. At the end of the calendar year, as required by law, ATC will provide to the ITAs and to the IRS a Form 1099 for all ITAs who have earned over six hundred dollars (\$600) in commissions or bonuses in that year.

COMMISSION PAYMENTS

All commissions are paid to ITA via direct deposit to your banking institution on the 5th of the month for all monies received to ATC from the 15th to the 30/31st, and the 20th of the month for all monies received to ATC from the 1st to the 15th. ITA's should always review their monthly statement report immediately and report any discrepancies within ten (10) days of receipt. All such inquiries must be emailed to the corporate office. Grasp Agent will show you your expected payout information.

ANNUAL RENEWAL FEES / PBP

ITAs are contractually subscribed as Preferred Benefits Program (PBP) participants and are not assessed annual renewal fees, as these fees are included as a feature of the PBP program. At the option of participants, monthly payments for the PBP may be funded either by debit, credit card or checking account.

PRICING

All travel-related products will be priced for the consumer. All other products will be at prices listed by ATC or the respective vendor. It is important to note that many vendors may quote a "net" price, which represents the agency cost. The applicable commission **must be added** to the net cost prior to quoting the customer.

ITA REFUNDS

- The respective applicant may rescind the Independent Travel Agent Application and Agreement within three days (72 hours) without penalty.
- ITAs may terminate their ATC Agreements at any time for any reason upon written notice. ATC may terminate their Agreement with the ITA for any violation of conduct as set forth in these Policies and Procedures. Upon termination, the ITA is entirely responsible for coordinating the return of purchased products. The return of these products must be coordinated with the ATC Corporate Headquarters and have its prior approval.
- ITAs are responsible for all postage, handling and shipping charges for products returned. Upon receipt of products returned to ATC's Corporate Headquarters ATC's refund policy is as follows:
 - It being understood however, that providers of travel products and services have their own purchase rebate and cancellation policies. Therefore, with respect to these services, the published conditions respecting cancellations and non-use shall be complied with and the ITA agrees to comply and to communicate such providers' cancellation, return, change, rebate or refund policies.
 - ATC will honor refund policies provided by any state or federal law applicable to the ITA. After a period of thirty days from the date of purchase, no refund will be provided.

- Notwithstanding any of the foregoing provisions regarding refunds, in the event the jurisdictional or applicable law requires a refund policy different from, or contrary to, that as set forth above, such applicable law will be followed and these Policies and Procedures will be amended to acknowledge such jurisdictional refund law.

CONTACT CHANGES

- ITAs are required to notify ATC of any contact information changes. ATC accepts no liability for information not conveyed due to inadequate information. ATC reserves the right to terminate your membership if we cannot reach you.

TRAINING REQUIREMENTS

ITAs who sponsor new ITAs must insure that the new ITAs are trained with respect to these Policies and Procedures, the product line, sound business practices and sales strategies. Specifically, a sponsor's training responsibilities include contact with ITAs via newsletters, correspondence, personal meetings, telephone, voice mail, electronic mail, training sessions and accompanying individuals to ATC training. The sponsoring ITA shall keep a permanent record of these contacts.

ADVERTISING, PROMOTION AND USE

- ATC encourages each ITA to promote their business within ATC's written guidelines to guarantee ethical marketing practices and to maintain integrity. ITAs may not use ATC's name or logo without prior written permission.
- The use of names of company officials, executives or others who endorse ATC or their products is strictly prohibited in any advertising or promotional format or medium, except in advertisements or promotional materials approved in writing or supplied by ATC.

REPRODUCTION

Reproduction of ATC's literature and materials (including but not limited to printed materials, sales aids, etc.) is strictly forbidden.

MEDIA INQUIRIES

Under no circumstances is an ITA authorized to speak to the media on behalf of ATC nor are any ITAs authorized to give personal appearances, testimonials or product information to the media, except as authorized by ATC in writing. Any inquiries by the media are to be referred immediately to the ATC Corporate Headquarters. This policy will assure an accurate and consistent public image.

RECORDINGS

ITAs may not produce for sale any recorded ATC events or speeches without express prior written permission from ATC; nor may ITAs reproduce for sale or personal use any recording of ATC produced audio or recorded presentations.

SELECTING A BUSINESS NAME

ITAs may select their own business names. The business name should not imply that they are an employee or agent of ATC, but must state that the ITA is an independent agent. For example:

- Permissible:
 - Jack Smith, Independent Travel Agent of America's Travel Companies
 - Sally Jones, Independent Travel Agent
 - Mary Williams, Williams Travel, Ltd. Independent Travel Agent
- Not Permissible:
 - America's Travel Companies, Inc. of California (or any state/country)
 - America's Travel Companies, Inc. Area Office
 - John Doe, America's Travel Companies, Anywhere, USA

PUBLIC RELATIONS

ITAs are prohibited from employing unpaid media forms of public relations. These include but are not limited to news releases, articles and talk show appearances using ATC or their trademarks.

TELEPHONE ANSWERING

ITAs may not answer the telephone saying "America's Travel Companies, Inc." or in any other manner that would lead the caller to believe that they have reached the corporate offices of ATC.

FAIRS AND TRADE SHOWS

ITAs may promote ATC products at fairs and trade shows. All booths must be in accordance with the advertising policies of, and be approved in writing by, ATC.

INDEMNIFICATION

ITAs shall indemnify and hold harmless ATC against any claims, demands, liabilities or loss, cost or expense, including but not limited to attorney fees arising or alleged to arise out of an ITA's operation. Being an ITA does not imply authority to act on behalf of or to bind ATC contractually. ATC encourages ITAs to set up their own hours and to determine their own methods of sale, so long as they comply with the Policies and Procedures.

SANCTIONS

This statement of Policies and Procedures is incorporated into the Application and Agreement, the Preferred Benefits Agreement and the Marketing and Compensation Plan and constitutes the entire agreement of the parties regarding their business relationship. Upon an involuntary termination, ATC shall notify the ITA by mail at their latest address listed with ATC. ATC will take appropriate legal action for any violation of these Agreements.

ASSIGNMENT

Nothing herein shall prevent ATC from assigning the rights and obligations of ITAs to any person, firm or corporation.