



IntelTravel



IntelTravel.uk

Training Manual

second edition



IntelTravel
Training Manual
second edition

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“Unusual travel suggestions are dancing lessons from the gods.”

—Kurt Vonnegut, American Writer

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ph. 800.873.5353
fax 561.272.0813
web Inteltravel.uk

25 Cabot Square, 11:87
Canary Wharf
London E14 4QZ
Registration No. 10983417

Training Manual Developed Exclusively For Inteltravel.uk by The International Travel Academy. Directed by Brian Tracy

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Advisor Quick Start Guide

THE TOP 10 THINGS TO DO NEXT AS A NEW INTELETRAVEL ADVISOR

1. Personalize Your Free Personalized Website In Just A Few Minutes

We have created your basic website, now click the Create My Website link in the Advisor Menu in the Advisor Only area of www.inteletravel.uk, and personalize it with a photo (optional), contact information, a slogan, etc. When friends, family, and other customers purchase on your site, all travel purchases are automatically coded with your advisor PIN and you get the commission check! With NO set up or design fees and NO hosting charges. What are you waiting for?

2. Order IntelTravel Business Cards

One of the oldest but best sales tools... and now easier than ever with online ordering! Pass them out to friends, family, Travel Partners, everyone! Our easy to use online print shop, with the highest-volume printing partner, guarantees prices, quality and speed.

TIP: Show you are a professional. A business card is often required to enter trade shows or conduct business directly with Travel Partners.

3. Join An Interactive Educational Webinar Or Listen-In On Nationwide Training Calls.

Here's where you'll find Special Guest presentations by the world's top Travel Partners, the latest hot deals, Advisor FAM trips, travel industry events, Top Advisor profiles, and more. Live every Tuesday night (online webinars) and Thursday night podcasts, or replay anytime in the Advisor Menu's IntelTutorials . No fees.

4. Promote Your Home Based Travel Agency.

If you belong to any group, club or organization, you already have a great network that knows and trusts you. To use IntelTravel's ready-made, professionally designed materials, or create materials yourself, see the Sales Tools link. Choose from customizable e-newsletters and e-postcards, animated banner ads, press releases, travel giveaways, and more... plus intuitive programs and reports that help you plan and track your marketing... all compliments of Inteltravel.uk. Also visit the Travel Advisor area of your favorite Travel Partner Websites, where cruise lines, vacation companies and others provide customizable brochures, emails, client newsletters and more sales tools. This Training Manual has step-by-step plans for more great promotional ideas.

TIP: Remember to submit any custom marketing material you create for IntelTravel review and approval.

5. Attend A Travel Event Or Take A Course.

The Education and Calendar of Events links have hundreds of

events online or coming to a city near you - many FREE or with a minimal charge. Become a Niche Market or Destination Specialist, a Certified Travel Counselor, a Master Cruise Counselor, a France or Ski or Disney specialist, and so much more. Travel learning is fun! Try one and you'll want to Learn More To Earn More!

6. Join CLIA

Join Cruise Lines International Association (CLIA) the best educational institution in travel. Cruising offers the BIG commissions, plus CLIA membership brings you a whole other level of travel industry benefits (even from hotels). For details and an easy online application, click on Education.

7. Take A Familiarization Trip.

Commonly referred to as a FAM. These are opportunities for Travel Advisors to get to know the leading Travel Partners, destinations, resorts and cruise ships first hand, and are priced far below retail prices to encourage your participation. As an IntelTravel Advisor, you have access to these educational experiences and fantastic deals. Click on Advisor Only FAMs in the Advisor Menu for complete details and current offers. (And be sure to read the rules Do's and Don'ts Of Fam Trips.)

8. Follow IntelTravel on Facebook at www.facebook.com/IntelTravel.

Not only will this keep you up to date on the latest hot deals, industry news, company news and travel inspiration, but it will give you travel offer content you can easily share with friends and customers by just clicking the Facebook "share" link. It's an instant social media marketing plan for you! Then add your own photos, experiences and ideas. Make sure you click "like" on the IntelTravel page.

IMPORTANT: To see all IntelTravel posts and not just the few Facebook will filter through to you, you have to click more than just "Like". Click the menu arrow on the Like button to drop down further controls. Then select "Follow" to see all of our posts. If you want a notification when IntelTravel posts something new, click "Get Notifications" there. To make IntelTravel posts appear at the top of your home page, click the "See First" option also.

9. Find the Credit Card Authorization, Insurance Waiver & Customer Profile Forms

In the Sales Tools link on your dashboard in your online back office and keep them handy. Use the first two forms for every travel transaction - for your client's peace of mind, and for yours. Use the Customer Profile form to ask customers the right qualifying questions so you produce the best possible travel offers, and to collect all the information you will need to make the booking.

UPDATE!

IntelTravel Basic Training Video Course

Starting in December 2015, all Advisors must review and pass this new multi-media interactive course. It's an online series of 15 3- 5 minute YouTube-style "How To" videos, each followed by a few simple quiz questions to ensure that you have watched the material. Total viewing time is less than an hour, but you will learn everything you need to know to start and make the most of your new home based business in travel. There are no fees for this training. Once the new course is launched, completion will be required in order to access travel industry privileges for advisors. Watch your email and website for notices.

More Tips

Your Advisor PIN

is for internal use with Inteltravel.uk. It's used to track your online booking and commissions and is not for use with Travel Partners to make bookings or identify yourself. IntelTravel's ARC or CLIA number identifies the travel agency with which you're affiliated, and this is the number that must be given to Travel Partners when booking directly. See your Welcome Email for these important identifiers. It is ok to show your PIN to customers - but do NOT give out your ARC/CLIA numbers except to travel industry Travel Partners and partners (cruise lines, hotels, vacation companies, etc.).

How To Book Directly With Travel Partners

If you have specific questions about a property, cruise line or destination, call Travel Partners directly or visit their websites (log into their Travel Advisor areas when available). But remember, it is best to make reservations through www.inteletravel.uk to avoid errors and enjoy automated real time reporting. You are permitted to book directly with Travel Partners, but in order to earn commissions and have your transactions tracked and manually entered into reports, you must follow certain guidelines. Step by step instructions are available in IntelTravel's Advisor Basic Training videos, Advisor FAQs or through customerservice@inteletravel.uk.

Always Be Professional

When traveling as an Independent Advisor, you're expected to appear and act in a professional manner. This helps maintain the professional image of IntelTravel and your fellow Advisors (and makes it more likely that you will be treated with respect and offered professional courtesies when appropriate)

Important Issues For New Advisors

What They Mean: Pin & Other Numbers

Your PIN (Personal Identification Number; also called "USERNAME") is for internal use by Inteltravel.uk and its affiliates. It is used to track your online sales and pay commissions. The agency identifier codes (ARC, CLIA, etc.; in your Welcome Email) refer to Inteltravel.uk, the travel agency with which you are affiliated. These ARC or CLIA numbers should be given to Travel Partners whenever making a booking or transacting any business at all, including requesting a professional privilege, such as a discount, FAM rate, or upgrade.

Some travel partners may have other requirements for privileges, and IntelTravel may have additional requirements to approve your participation (prior sales with that brand, completion of that brand's educational courses, membership in CLIA, etc.).

Bottom Line: Check to make sure you have the necessary credentials for any particular Advisor privilege or discount.

Mandatory Independent Marketing Review

To maintain the quality of our business, and to protect the professional integrity of our Advisors, it is important to remember that final marketing materials utilizing the Inteltravel.uk name or logo, must be submitted to Inteltravel.uk for review and written approval prior to use. This is in accordance with the agreement you signed as an independent contractor with Inteltravel.uk. In instances where Inteltravel.uk's logo is not used, but the relationship to the company is obvious, prior review and written approval are also required.

Professional Responsibilities as an Advisor

Any Advisor who makes use of a professional privilege or FAM, without the sincere intent to learn about and promote the Travel Partner's product and service, is in violation of his or her agreement with Inteltravel.uk.

Our Travel Partners (cruise lines, hotels, resorts, vacations companies, etc.) are encouraged to comment on the performance of Inteltravel.uk's Advisors. For the protection of all Advisors, reports of unprofessional behavior are thoroughly investigated and may result in forfeiture of privileges or possible dismissal.

With a unique and pioneering nationwide network, IntelTravel.uk is an innovative online travel company born from IntelTravel.uk and founded on the work of IntelTravel International, established in 1992. IntelTravel UK gained its ABTA-approval status in 2019 and now 30 years since the initial inception has over 10,000 UK, home-based independent travel agents.

An Established Travel Company

IntelTravel.uk is an appointed agent for many major UK Travel Partners (cruise lines, hotels, holiday companies, car rental agencies, travel insurance more) to all tourism destinations worldwide. IntelTravel.uk has beneficial relationships with its preferred Travel Partners allowing it to offer Independent Travel Agents savings on travel for others as well as themselves via preferred rates or commission. Using state-of-the-art technology that supports the IntelTravel.uk booking engine, Agents can research and purchase competitively priced travel and exclusive offers– all whilst earning commissions. **IntelTravel.uk is a member of CLIA UK & Ireland (Cruise Lines International Association, the official marketing and educational organization for all major cruise lines).**

IntelTravel.uk offers its agents access to ongoing educational programmes, travel industry trade shows, on-line webinars, live seminars, and special events delivered in association with tourist boards, affiliated organizations and Travel Partners.

Stability and Dedication

IntelTravel.uk shares many of the same senior management executives that founded IntelTravel International 30 years ago. IntelTravel.uk is a debt-free and profitable company.

IntelTravel.uk management team is dedicated to providing its Agents with the highest quality travel benefits and services available today, for the lowest cost. After over two decades of experience and innovation we can back our product and services with the **IntelTrust 3-part Guarantee: guaranteeing your satisfaction as an agent, guaranteeing the best travel prices available to you, guaranteeing profitability and removing the risk of a new venture for you.**

IntelTravel.uk is a licensed, endorsed, certified and bonded host travel agency which offers consumer financial protection through its UK-based bond obligors. Endorsed and certified by the major travel trade associations for its high business standards and demonstrated commitment to the travel industry. These accomplishments stem from an innovative business plan that makes IntelTravel.uk unique in the travel industry.

Travel, Share, Earn. Traditional travel agencies rely on advertising and multiple retail locations to generate business. With our innovative marketing and alternate distribution methods for travel products and services, IntelTravel.uk created a new form of Internet-based host travel agency that almost removes the reliance on advertising and branch offices and relies solely on the efforts of its Inteltravel Agents , to generate 100% of its business.

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*“I travel not to go
anywhere, but to go.
I travel for travel’s sake.
The great affair is to move.”*

-Robert Louis Stevenson, Scottish Writer (1850-1894)

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The IntelTravel.uk Mission:

Our operations and activities are based on these core values:

- ❖ **Quality**

We conduct every aspect of our business according to the highest standards of excellence.
- ❖ **Value**

We strive to provide our Agents and their customers with the very best prices, discounts and values available to travellers anywhere and we continually seek out and create innovative offerings to increase the value that our Agents and their customers receive when they make their travel arrangements through us.
- ❖ **Professionalism**

Our Agents and their customers expect the world from us! We conduct ourselves with the professionalism and courtesy required to meet such high expectations.
- ❖ **Customer Service**

We are committed to satisfying our Agents and their travel customers with the most efficient, friendly and helpful service for all their travel needs. We recognize that the satisfaction level of our Agents and their customers is key to our continued growth and prosperity.

Our mission is to be the leading provider of travel services in the world.



What is a “host agency”?

InteleTravel was designed to be a Host Agency from its inception over 32 years ago – we truly are “The ORIGINAL Travel Agency At Home!” As a Host Agency, we train and support a nationwide home-based, network of Independent Travel Agents providing travel products, travel brands and a comprehensive back-office administration system with support from a dedicated Customer Service team to maximise sales opportunities to audiences such as friends, relatives, associations, communities and individual consumers.

“Travel Partners, Suppliers, Travel Brands”

The word agent implies we represent others. Who do Travel Agents represent? Who are we Agents for? Contrary to popular belief, Travel Agents are not just Agents for their travelling customers, but also the sales agents for the suppliers of travel products and services- the hotels, airlines, car rental agencies, cruise lines, etc. These suppliers are also known as InteleTravel’ s Travel Partners, or sometimes as suppliers or travel brands, and we are an extension of their marketing arm.

When travel products and services are purchased, the Travel Agent commission is normally paid to the agency. Travel Agents do not set the prices, and do not add their commission on top of Travel Partner prices. There is always a commission “built in” to the travel products and experiences that Travel Partners offer. If your family, friends, co-workers, business associates and other customers understood this clearly, wouldn't they rather have this payment go to someone like you?

The Role Of The Independent Travel Advisor

Are you enthusiastic about travel? Do you share your experiences with friends? Can you describe a country house hotel in England's Cotswolds so your friends can't wait to get there? A delicious fish platter in an authentic restaurant so that their mouths begin to water? Whether you know it or not, you are already an Independent Travel Agent, only you are probably working without pay. Independent Travel Agents do not have to operate central reservations systems computers, write tickets, negotiate pricing, or perform much of the traditional work involved in making quality travel arrangements. Independent Travel Agents are not required to work set hours, sit at a desk, or even come to the office at all. (Like all types of salespeople, the best are out in the world creating

relationships with customers and finding new business.) Independent Travel Agents are the sales and marketing force for InteleTravel. Creating excitement about travel - “travel dreams” - and being able to communicate why InteleTravel is the best choice to make those dreams come true: These are the happy responsibilities at the core of being an Independent Travel Agent. Later, you will learn about the possibilities for expanding your role in the travel industry.

At InteleTravel we train Independent Travel Agents to sell through a wide spectrum of participation. Perhaps you will just refer customers to your free personalized InteleTravel website and allow them to serve themselves – while you receive the commission. Or you will take advantage of InteleTravel's leading training and education programme and learn to do some, or all the research and booking yourself. InteleTravel provides tools and resources for all levels of involvement, including state of the art online reservation systems, marketing and sales programmes, tools, education (both online and live), exclusive travel offers and negotiated rate contracts with many top travel partners, plus unlimited support.

It's as simple as you reviewing this introductory material, logging into our website at www.inteletravel.uk, clicking on the restricted access “Agents Only” section which is reserved for the exclusive use of our Independent Agents, and following the appropriate links to learn, sell, book, earn...and even travel and save yourself. Our systems and technology are designed to do much of the work for you, so you can concentrate on selling. Confirmations and e- tickets are automatically delivered, and paper documents, when still used, are forwarded as necessary, just like any other reliable place you book. We design our systems and tools to be intuitive – you don't have to take a class to operate them – but we offer tips and advanced training where it can be helpful.

How Are Independent Advisors Compensated?

InteleTravel receives commissions from Travel Partners, at the agreed contractual percentage rate, and after deducting the non-commissionable elements, shares those commissions with you. See the Commission link in your Agent Only area for details and example calculations (these will be updated from time to time). If you are travelling yourself, consider your commission on your own travel, when applicable, as a rebate or saving or discount, adding to any savings you already may enjoy from InteleTravel's expert pricing and exclusive offers.

Travel Industry Organisations

The UK travel industry is highly regulated, with a number of legal frameworks and industry bodies in place to protect consumers. There is no single licence required to work as a travel agent. However, depending on the types of travel services sold, specific regulatory requirements must be met.

ABTA membership

InteleTravel was granted ABTA membership in March 2019. ABTA, the Travel Association is the UK's leading trade association for travel agents, tour operators and the wider travel industry. It provides guidance, support and a framework for maintaining high standards of service, as well as dispute resolution services for both members and the travelling public.

All ABTA members are required to comply with the ABTA Code of Conduct, which sets out standards for fair trading, accurate information, and customer service. As part of InteleTravel's internal onboarding and compliance process, all advisors are required to complete UK regulatory training, which includes an introduction to ABTA and its Code of Conduct. This training ensures that advisors understand the standards expected when working under an ABTA member business. InteleTravel advisors also have access to a range of ABTA training resources, including online courses and events available through the ABTA Knowledge Zone.

ATOL Protection

InteleTravel holds an ATOL (Air Travel Organiser's Licence). ATOL (Air Travel Organisers' Licensing) is the UK's financial protection scheme for flight-inclusive travel arrangements, operated and regulated by the Civil Aviation Authority (CAA).

Travel companies must hold a valid ATOL (Air Travel Organiser's Licence) to legally sell flight-inclusive packages and certain flight-only bookings in the UK. The ATOL scheme protects customers who book ATOL-protected travel with a licensed ATOL holder. If that ATOL holder ceases trading, customers are entitled to a refund if they have not yet travelled. If customers are already abroad, the scheme ensures they can complete their trip or be returned home. For an advisor to sell a package under InteleTravel's ATOL you must complete the ATOL training. The training will help you understand the requirements and regulations when selling packages, but we strongly recommend and encourage you to use the extensive portfolio of partners in your Back Office. It is essential that every agent complies with the ATOL regulations please see the ATOL manual.

CLIA

CLIA (Cruise Lines International Association) is the global trade association for the cruise industry, providing education, training, and resources to travel professionals. InteleTravel agents receive preferential rates for CLIA UK & Ireland membership, which offers benefits such as industry training, ship visits, and access to dedicated events.

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“Travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of the living.”

—Miriam Beard, American Writer (b. 1901)

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YOU ARE WAY MORE THAN A WEBSITE

Reservations Options

Thanks to online technology revolutions, our Agent Only area is powered by state of the art, easy to use, automated booking engines for researching and booking travel across the widest array of brands and Travel Partners to earn commissions on travel purchases for friends, family, and other clients or your own business and vacation travel. As an IntelTravel Agent you are NOT limited to only booking through these online resources.

You may book on the Travel Partners brand agent portals, or over the telephone. Depending on the nature of the booking or enquiry, there are certain types of travel products and services that are just not available or effectively booked online. However, there are advantages to booking through IntelSearch, our online engine; IntelTravel does not change your commission based on the method you use to book (from time-to-time Travel Partners may offer incentives to use a specific booking method).

Why Start With IntelSearch?

Our cutting-edge booking engines provide state of the art searching capabilities for AIRLINES, CAR RENTALS, HOTELS, ACTIVITIES and more and are only for use by IntelTravel. uk agents and their clients!

❖ **Best Pricing & Best Options** – Our exclusive booking engine, IntelSearch, cross references all major brands to ensure you and your customers see the best pricing and options for your travel. Don't rely on the pricing and options of just one Travel Partner when you can have the very best brought to you in one search. In one search you can compare nearly 50 car rental companies, or over 100,000 hotels, or all of the world's major airlines.

❖ **Guaranteed Commissions** – When you book through IntelSearch everything is directly submitted to your IntelTravel

agent account. You don't have to worry about the hassle of entering bookings yourself. IntelSearch ensures you are paid accurately and on time.

❖ **Real Time Reporting** – IntelTravel transactions immediately appear in your commission report with full details within 24 hours. Transactions booked directly with Travel Partners on their websites or on the phone must be reported through the "Register My Bookings" tool in your online back office to ensure you receive your commissions. With our 24/7 reporting access, you can manage and track your sales at a glance!

❖ **Let Us Do The Work For You** – You are allowed to book Travel Partner's not displayed in the booking engine, via portal or by phone, but you must then manually enter all the details of your transactions in Register My Bookings tool. Avoid the extra work and make sure the Travel Partners pay you accurately and on time

Book online at www.IntelTravel.uk and let us do the work for you!

Pin, Password, Logging On How do I log onto the website? What is my PIN and PASSWORD?

Travel search and booking engines (IntelSearch), training materials, business cards, commissions reports and other valuable resources are protected in an area of the IntelTravel. uk site reserved exclusively for Independent Travel Agents like you! How do you get to it?

When you enrolled, IntelTravel. uk sent you a Welcome Letter via e-mail, containing your 7-digit Agent PIN and password. Look back at your e-mails for this information. No luck? Simply e-mail customerservice@inteletravel.com to request your Agent PIN and password.

TIP: Remember, your 7-digit PIN is NOT one of IntelTravel's Agency numeric codes, like CLIA or ABTA number).

If you just need your Password, go to IntelTravel. uk and click Forgot Password at the bottom of the screen. Enter your PIN, click Submit and your Password will be automatically sent to your e-mail box.

TIP: You may change your autogenerated password to something easier to remember. After you log on, click on My Profile and Update Personal Information.

Once you have your PIN and Password, enter it at the top or bottom of the screen at IntelTravel. uk Click on "Go" and everything you need to Travel Better, Pay Less and Earn More!™ is right at your fingertips.

My Pin and Password are not working?

This could be due to several different issues – invalid billing information, invalid e-mail address, etc. - please contact customerservice@inteletravel.com for a speedy resolution.

Billing

How can I update my credit card information? Is it secure?

Updating your Billing and Personal Information at IntelTravel. uk is critical. Inaccurate information can result in loss of access to the booking systems, and loss of other valuable benefits. The good news is that it's easy to avoid or fix! Log onto IntelTravel. uk with your PIN and Password, click on My Profile (in Agent menu), then Update Billing Information, Check for a valid credit card number and current expiration date.

Note: IntelTravel. uk is secure and your personal information is protected. An invalid form of payment will result in failure of your IntelTravel. uk Monthly Service Fee, placing your account on credit hold for 27 days after which your account will become in-active, completely interrupting your access and benefits. Reactivation requires the payment of any past due fees, plus administrative charges. This is easy to avoid by following the above steps.

Address Changes

Go to My Profile, check **Update Personal Information**, for an accurate street address, email address, and other important information that affects the delivery of commission, and other valuable services.

License

IntelTravel. uk is a fully licensed ABTA-bonded agency.

Do I Need Travel Liability Insurance?

UK agents are covered under our UK Travel Liability Insurance, so there is no need to take out a separate insurance. However, if agents grow their business substantially, you may want to review your insurance options. As independent business owner, agents must act in accordance with UK laws and elements like taxation remain the responsibility of the agent.

Residents Or Citizens Of Other Countries

Due to our strict regulatory environment, IntelTravel. uk cannot accept membership of non-UK residents. Our ABTA license is valid for UK only. Many partners will have separate sales territories, different commissions and totally separate contracts for agents residing outside the UK and this is out of our jurisdiction.

Cross-Border Selling: Advisor Guidance

Selling outside your authorised territory

1. The rule

To protect our advisors, our customers, and IntelTravel's regulatory licences, IntelTravel does not allow advisors to sell travel to customers who are located outside the territory in which the advisor is authorised to trade.

That authorisation only exists where IntelTravel itself has established the

necessary business and regulatory presence in a country. Where IntelTravel has not obtained the licences, registrations or authorisations required to operate in a country, no one can describe themselves as, or trade as, an IntelTravel advisor there – even if they hold personal licences, registrations or accreditations of their own. Personal qualifications do not, on their own, create a right to trade if IntelTravel is not itself authorised in that market.

The flowchart at the end of this document sets out the process in simple terms. Any proposed deviation from this process, or any query about it, must be referred to Compliance for review before proceeding with a sale.

2. Why this rule exists

Travel regulation is territorial: laws, licensing regimes and consumer protection schemes are generally only designed to protect, and only apply to, consumers within the country – and sometimes the state or province – they were written for. Because of this:

❖ travel laws, and the bodies that enforce them, differ from country to country, and often from state to state within a country;

❖ consumer protection schemes – such as ATOL and the Package Travel Regulations in the UK, the EU Package Travel Directive, and in the United States the various state seller-of-travel laws, federal consumer protection and advertising rules, and industry bonding and accreditation schemes such as IATAN, ARC and ASTA – are jurisdiction-specific and do not protect a customer outside their home territory. Some US states do not run a state seller-of-travel scheme, but that does not mean travel sales into those states fall outside regulation – federal law and industry accreditation requirements still apply;

❖ many of our suppliers restrict where their products may be sold, and can void a booking, refuse to honour a fare, or terminate the agency relationship if that is not respected;

❖ licensing, registration and accreditation requirements vary by jurisdiction, and many countries also require a foreign seller to have a recognised local presence – for example by partnering with a locally licensed entity, establishing a local office, or obtaining local accreditation – before they can market or sell travel services to residents; and

❖ countries take the regulation of travel sales within their borders, and to their own residents, seriously. Selling without the required authority can expose both the business and the individual advisor to regulatory investigation and enforcement action, and in some jurisdictions, this can include criminal as well as civil penalties.

3. If you are not sure

Stop and contact Compliance before you proceed with the sale. Do not rely on your own view of local law, licensing or supplier rules – this is a complex area that varies by country and changes over time. Compliance will confirm whether the sale can go ahead, based on IntelTravel policy and the territory licensing currently in place.

4. What this note is not

This is IntelTravel's internal policy, adopted because travel law, consumer protection and supplier rules vary so widely between countries that individual advisors cannot safely assess compliance on a case-by-case basis. It is not a statement of the law in any particular jurisdiction. This policy is also reflected in the territory restrictions set out in your Independent Contractor Agreement.

5. If you move to a new country

Because cross-border selling is not permitted for IntelTravel advisors, if you move to a new country you will need to cancel your existing PIN and re-enrol for a new PIN under the platform for your new country.

Your bookings, education and status do not transfer, because they are earned and maintained within the country where you originally enrolled. If you re-enrol in another country, you will need to retake all required education for that country – as the rules vary by country – and re-earn any bonus status, including the 80% payout level.

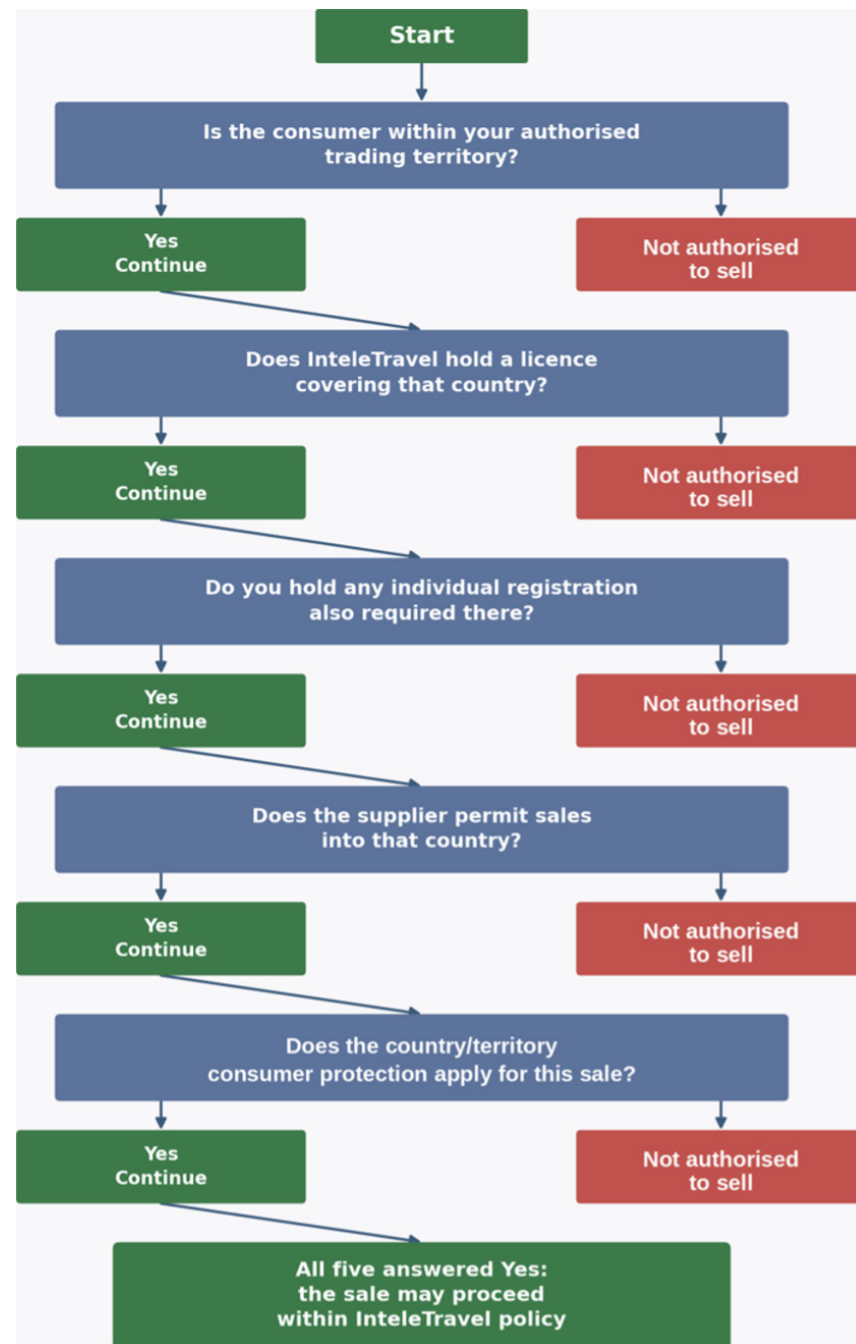
You will still be paid for any bookings registered under your previous PIN, and you remain responsible for continuing to service those clients. Once you cancel your previous PIN you will lose access to that platform, so make sure you have saved any booking numbers you need before cancelling it – after switching platforms, you may need to contact suppliers by phone rather than through their online portals. Your commissions will still be paid out to you, even from a cancelled PIN; bookings themselves are not transferred to your new PIN.

6. Consequences of non-compliance

Selling outside your authorised territory is a breach of your Independent Contractor Agreement, and may result in the action set out there, including suspension or termination of your right to sell.

7. IntelTravel's decision process

The following diagram sets out how this policy is applied in practice. This is IntelTravel's operational decision process, not a statement of law.



If any answer results in "Not authorised to sell" you may not proceed.

Photographs & Feedback

At IntelTravel, we welcome the contributions of our Agents and their clients. We value your suggestions, comments and testimonials about places you have visited, services you have received and your experiences and successes as an IntelTravel Independent Travel Agent. You may have tips or advice for your fellow Independent Agents for selling travel or earning referral fees. Please share any success you've had with customerservice@inteletravel.com, or on IntelTravel's Facebook page (9) Official IntelTravel UK Agents | Facebook – www.facebook.com/IntelTravel (please "like" and "follow"), or use the "Speak Up" link throughout the website.

We welcome photographs of our Agents and customers traveling the world. Mail to: [IntelTravel.uk](mailto:customerservice@inteletravel.com), 777 East Atlantic Ave, Suite 300, Delray Beach, FL 33483, or e-mail: customerservice@inteletravel.com We regret that materials cannot be returned, so keep copies for yourself. Your submission constitutes your agreement to unconditional use of the materials by IntelTravel.uk

INTELETRAVEL WAS
DESIGNED TO BE A HOST
AGENCY FROM ITS INCEPTION OVER
30 YEARS AGO – WE TRULY ARE “THE
ORIGINAL TRAVEL AGENCY AT HOME!”

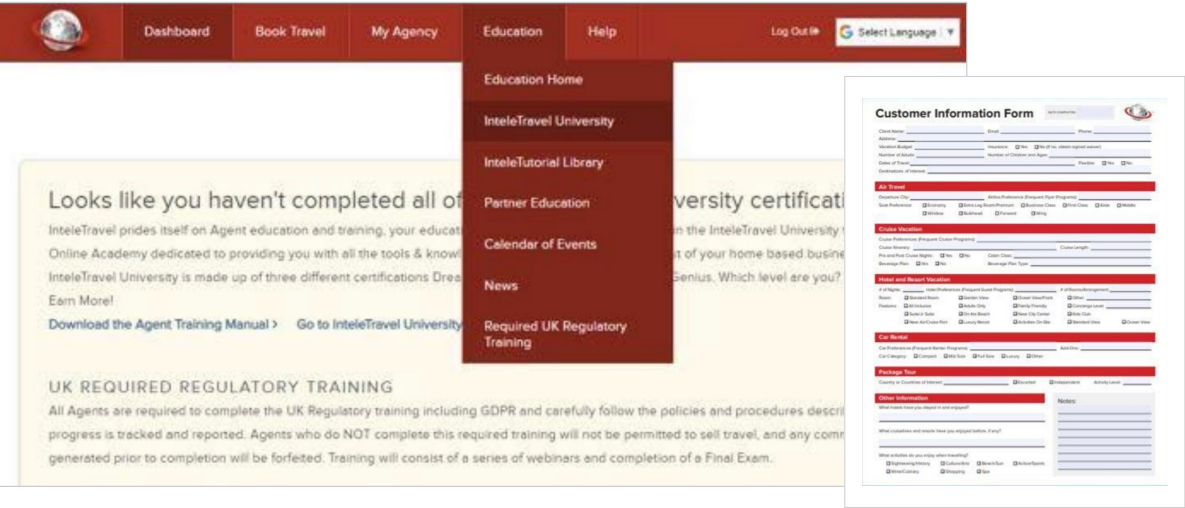
How do I book travel?

As an Independent Travel Agent with IntelTravel.uk you have the exclusive capability to search and book travel yourself through the Book Travel tab in your Back Office (BO). Here you will find links to access the online booking engines and our Preferred Partners portfolio. **IntelTravel staff or partners do not research and book the travel for you or your customers.** You, as the agent, take full ownership for all aspects of the booking and the relationship with your customer.

This section will provide you with instructions on how to book most types of travel via your Back Office. You will also find a wealth of resources on this topic under the **Education** tab, by selecting the **IntelTravel University** and the **IntelTravel Tutorial** sections in your Back Office. There is a series of videos with instructions on how to use the Booking Engine in addition to the Online Academy.

Before you start booking.

Before you start your Supplier search in the Back Office, it is imperative that you first qualify your Client. Ask them what type of holiday they want – never presume you know. Obtain as much details from them to ensure you sell them the right holiday.



The Customer Information Form can be found under the My Agency - Customer Management tab in your Back Office

To help you gather this information, you will find a Customer Information Form under the **My Agency – Customer Management (CRM)** tab in your Back Office. By completing this form, you will create a Customer Profile, which you can save for future use. Remember, best practice is to qualify your client’s holiday expectations prior to quoting for each of their holiday enquiries – again never assume you know what they want.

As part of your information gathering always ensure to double check your customer’s passport information and expiry date. It is important to collect their legal name on the passport as often your client may go by their maiden name rather than the married named or vice versa. If you submit the wrong name and flights are booked, it can be expensive to make an amendment.

Make sure you question if your client has any special needs from mobility and accessibility requirements to allergies. A perfect example is a nut allergy. If your client is travelling by air the preferred partner / airline needs to be made aware of the severity of the allergy. Some airlines cannot promise a nut free cabin, therefore, a customer with a severe nut allergy may not be able to fly with certain airlines.

Also, ensure your customer is aware up front of any specific conditions i.e. is the booking non- refundable once booked.

Once you've asked all the right questions, it's now time to make a booking.

IntelSearch

Booking Online At IntelTravel.uk

To book online through IntelSearch, just follow these simple steps...

1. Log onto IntelTravel.uk using your Agent PIN and Password. *If you cannot locate your Agent PIN and Password, see your Welcome Letter email, or contact customerservice@inteletravel.com.*
2. Select the **Book Travel tab** to enter your travel request. You can search the IntelTravel booking engines by selecting a type of travel (Hotels, Cars, Activities, Villas, Flights, Cruise) or by browsing through our Preferred Partner portfolio. **Hotels:** With

Book via IntelTravel Booking Engine in your Back Office

the IntelTravel Hotels search engine you can book all major brands worldwide including hotels, hostels, bed and breakfast, apartments and villas. You also have access to exclusive offers, preferred rates.

The search function is easy to use – you just need to enter the dates, destination, number of guests and rooms.

Before confirming a reservation, agent legal obligations must share all aspects of the booking as required by the Package Travel Regulations (PTR's), covered in your mandatory training. This will include links to health/visa/passport requirements, IntelTravel privacy policy, IntelTravel terms of business and the supplier's quotation.

Once a reservation is confirmed you will automatically:

1. Receive the confirmation to your email address. If your client's email is entered, they will receive the confirmation. Once you do receive the confirmation you must check carefully that all the details are correct before forwarding to your customer-as incorrect information may result in expensive amendments.
2. The booking is automatically tracked and uploaded under your Commissions Report, so there is no need to enter any additional information.

Car Rentals: The Car booking engine offers all major brands from any destination around the world. The search function is easy to use – you just need to enter the dates, destinations, and car categories. Once a reservation is confirmed, your booking is automatically tracked and uploaded to your Commissions report. Confirmation documents are emailed to you and your customer, provided you entered their email address.

Cruises: The cruise engine searches across over 30 major cruise lines, and if your client has a preference, it allows you to narrow your search by cruise line or ship. The cruise engine is a great tool to learn about the cruise offerings and to gather quotes, look at deck plans and forward to your customers for follow up.

Note: The cruise booking engine can be booked by UK agents for cruise-only. If a flight is required, this is booked separately with an ATOL certificate provided for the flight-only element and customer must be advised. See your ATOL instructions for further details.

Travel Insurance: IntelTravel's UK preferred insurance partner is Journeys Insurance, which provides comprehensive travel insurance to your client. For your client to book insurance with Journeys you must first register and set up your account. Once registered, Journeys will send you a unique URL link, which you share directly with your client to allow them to make a booking.

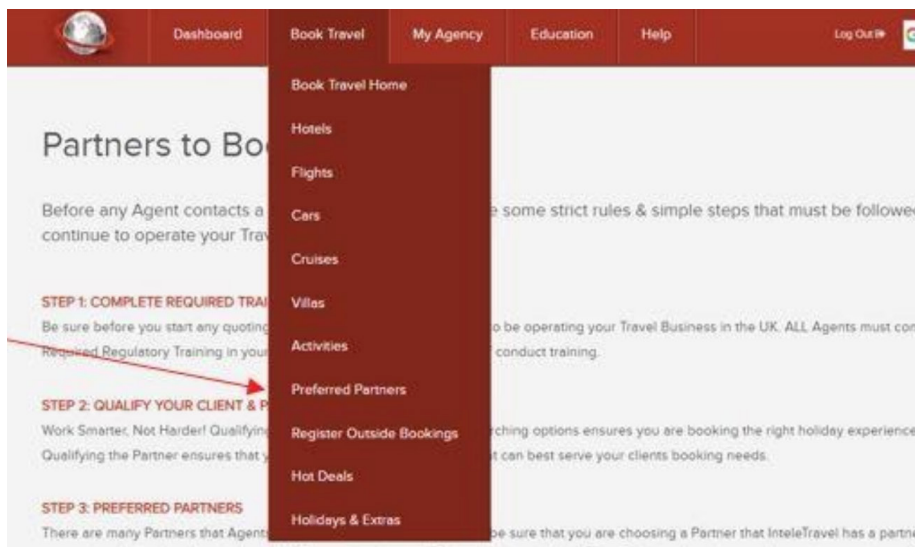
Since the Insurance industry is heavily regulated in the UK, travel agents are not permitted to sell insurance directly to their client – this is regulated by the Financial Conduct Authority. Instead, clients must purchase insurance directly with Journeys and to ensure the sale is tracked back to you, they should either use your unique URL link or quote your UK PIN when making a booking - this ensures commission is paid out to you.

Other Valuable Travel Services: In addition, other valuable travel services, that will add to your clients' travel experience and add to your commission earnings, are available through links on the website, including...

- ❖ Vacation Packages, All Inclusive Resorts, Escorted Vacations & Tours Sightseeing, Shore Excursions
- ❖ Private Drivers & Guides, Airport Meet & Greet
- ❖ Event & Show Tickets, Activities
- ❖ Car Service & Limousine

 **See the IntelTutorial link in your Back Office for recorded webinars with instructions and tips for using the booking engine.** Of course, all IntelTravel technology is designed to be intuitive – you do not need a manual to operate the booking engines.

Booking via our Preferred Partners



Our Partners

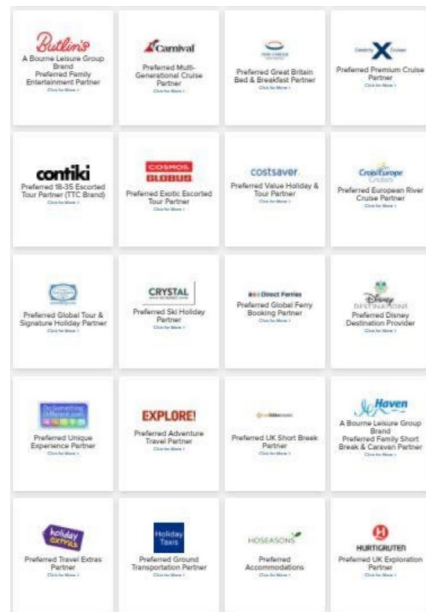
We have partnered with a diverse portfolio of world-recognised travel brands for you to book and these suppliers can be found in your Back Office under the Book Travel – Preferred Partners tab. Here you will find a tile dedicated to each Preferred Partner with detailed instructions on:

- ❖ How to register with the partner – if applicable
- ❖ How to book via the agent portal or phone
- ❖ Login details such as shared username and password – if applicable.
- ❖ Payment instructions
- ❖ Commission breakdown

Top Tips before contacting a Partner

- ❖ Before contacting a Partner ensure you have qualified your client so you can provide as much detail, as possible, to the Supplier to ensure the right holiday is booked. Remember Supplier call centres work with the entire travel trade and are assessed on conversion (sales), so they need and expect you to have a basic understanding of your client's holiday expectations and their product offering.
- ❖ Research the partner to ensure they are the right Supplier to best serve your client's booking needs.

Suppliers can be found in your Back Office under the Book Travel – Preferred Partners tab.



The Booking Process

Once you have found the perfect holiday for your client ensure to follow the below before confirming a booking:

1. Provide your Client with the Supplier booking Terms and Conditions – which will detail the payment and cancellation terms other links required as per the Package Travel Regulations. Supplier portals are 'live' booking systems, so once a booking is confirmed it is booked – there is no cooling off or grace period, unless otherwise stated. Charges will apply to cancelled bookings, which the agent/client is liable for. All Partner terms and conditions can be found on their website and are generally displayed via a link at the bottom of their home page. Before you confirm the booking alert your customer to any specific terms i.e. loss of deposit for subsequent cancellation of the booking and request in writing from them that they have read and understand the terms and are happy to proceed.
2. Provide your Client with the IntelTravel Terms of Business which can be found in your back office under the **Customer Contract Terms** on your dashboard.

Merchant of Record

A Merchant of Record, often referred to as MOR, is the company that is authorised to take payment on behalf of a business from a customer. IntelTravel is the MOR for most of our Preferred Partners apart from a select few. Details on who is MOR can be found under the payment instructions on each partner's tile. You can also refer to the [Quick Partner Reference Chart](#) under the Preferred Partners tab.

Where IntelTravel is the MOR do not pay the partner directly. If you are being asked to pay the partner directly you are on the consumer site and not the agent portal. Please only access our partner platforms via the back-office link on their tile. If you call a partners call centre, and they request payment directly explain that our agency contract is set up where IntelTravel takes payment. Be aware that payment directly when IntelTravel is MOR, constitutes a non-commissionable booking.

For bookings made where IntelTravel is the MOR

There are methodical steps to making a booking where IntelTravel is MOR. Only one payment link is required, per booking, and this link can be used to collect all payments relating to the trip, including partial payments and balances. Some suppliers are recognized by AI and there is a slight difference between AI and non-AI suppliers.

For AI-controlled suppliers

There are methodical steps to making a booking where IntelTravel is MOR. Only one payment link is required, per booking, and this link can be used to collect all payments relating to the trip, including partial payments and balances. Some suppliers are recognized by AI and there is a slight difference between AI and non-AI suppliers.

Step 1: Generate a new customer record or select the existing customer name from your CRM:

- A. Visit your payment link section
- B. Search by customer name / email address
- C. If it is a new customer /booking click on "Add New Customer"

Ensure you enter the details correctly as this will be used throughout the booking, including the customer email address.

Step 2: Select the relevant booking type from the dropdown menu (i.e.vacation/package etc) and enter the GROSS price of the holiday with all the holiday details plus the amount due at this time (i.e. deposit). This is displayed on your supplier quote. Click on "send payment link" and the link will be sent to the customer email address.

Step 3: The customer will receive an email with the trip details. They should click "book your trip" to open the file and complete all the payment information as required. Once paid, the system will generate a receipt for your customer and inform the travel advisor that payment has been successful.

Step 4: You can now proceed and confirm the booking with the supplier (always check the price has not changed, and if so, inform your customer immediately). Keep a record of the booking ID and take a screenshot as you will need this later.

TOP TIP: Never confirm the holiday until the payment has been collected. This is for your own protection.

Step 5: Once confirmed, enter the booking reference/supplier ID accurately, ignoring any "gaps or slash" which prevents AI from picking up the information. Some suppliers provide two booking ID's, and you can add an additional booking identifier, if necessary.

Save and confirm the file-you are now ready to register the booking.

Now proceed to complete the entire process by registering the booking-for further information see below.

For Non AI-controlled suppliers

Follow steps 1-4.

Step 5: Once a booking has been confirmed with the supplier, take a screen shot as proof (as you will not yet have the official documentation). Non-AI supplier documentation will need to be manually uploaded. Retrieve the booking from your "pending documents" section and click "register booking".

Step 6: Review and check all information is accurate and select "upload".

To follow the steps, download these simple presentations, and watch the demonstration video.

[Registration Process Presentation](#)

[Balance Collection Presentation](#)

[Payment Link Demonstration Video](#)

TOP TIP: When sending the payment link to your client, ensure you copy the link in its entirety and do not amend (change any of the information). If information within the link is changed or is incomplete the link will not work.

NOTE: IntelTravel.uk encourages agents and customers to pay for travel purchases by credit card for their protection. IntelTravel Agents may NOT accept cheques or cash from customers in accordance with your written IntelTravel Independent Contractor Agreement. This includes utilizing PayPal, Square, or any similar service, to receive payments from clients.

How to register a booking in your Back Office

The booking process is not complete until all the steps from start to finish have been completed. If the booking is not registered, and cannot be found when the suppliers charge IntelTravel, the booking is subject to cancellation. The travel advisor will be liable for cancellation charges if this process is not followed.

Step 1: Enter booking ID and click “register booking”.

Step 2: If satisfied that all the information is correct, click “confirm and register the booking”. You can now “quit” and exit the file.

To follow the steps, download these simple presentations, and watch the demonstration video.

[Registration Process Presentation](#)

[Balance Collection Presentation](#)

[Payment Link Demonstration Video](#)

IMPORTANT NOTE: Majority of our Preferred Partners will email the confirmation document and agent invoice to the ukpartnerbookings@inteletravel.com email address. This documentation will then be sent to the agent, however, if the booking is not registered in the Back Office, there is no way for IntelTravel to identify which agent made the booking, so always register the booking straight away once it has been confirmed. If you do not receive a confirmation for a booking that you have registered chase 'uk partner bookings' for a copy. Once received check all details are correct and send a copy to your customer.

Amending A Booking

You are able to amend a booking prior to the travel date. To do so select the My Trips under the Book Travel tab. Scroll down to locate the booking and select the booking.

1. Book Travel
2. My Trips
3. Upcoming Trips
4. Select Trip
5. Edit Booking
6. Save Booking

If extra payment is required:

Follow steps 1-5 (above). Then select Edit (for extra payment)
Continue

[Amending A Booking Presentation](#)

VAT Payments

All UK business generating revenues over the threshold required by HMRC and UK Government must pay VAT, which stands for Value Added Tax.

VAT is not normally charged on transport, air, rail and ferry but will apply to accommodation and ancillary elements.

IntelTravel pays the VAT on your behalf, therefore, agents do not need to be VAT registered.

Our suppliers charge IntelTravel VAT (normally 20%), which we are obliged to pay. This is standard business practice in the UK. The display of VAT on confirmation documents will differ from supplier to supplier and IntelTravel will pay the relevant VAT from the overall IntelTravel commission leaving the remaining amount to be split – 70-30% or 80-20%.

The payment of VAT does differ from supplier-to-supplier, where some will include the VAT as part of the commission and others will exclude it. For Partners' that exclude the VAT, your commission payment will be unaffected. For Partners where the commission is inclusive of VAT, the commission amount paid will be reduced – please refer to the partner tile in your Back Office for further information on this.

You should register with HMRC only if your business income is £85,000. This is commission income and not turnover or sales. (This is the threshold for 2022/23) which will enable you to reclaim the VAT paid.

Agents earning income that takes them above the required threshold should complete and submit their individual VAT returns for their business.

Booking Amendments

Occasionally, bookings may need to be amended at either your client's request or by the Partner. Amendments may include a holiday cost increase or decrease, date changes or further documentation received that needs to be uploaded. Once the changes have been confirmed by the supplier always alert your customer in advance if these changes will incur amendment charges. If the change is made close to the holiday date the customer may lose the full cost of the holiday. Changes to a booking can be made by selecting the My Trips in your Back Office. Scroll down and locate the booking and select the Trip by clicking on the eye icon. The trip details will display and to make any amendments you will need to click Edit Booking, make changes

are required. Changes can only be made to a booking if it has not travelled, or commission has not been paid.

Cancellations, Transfers and Refunds

Always ensure, prior to confirming a booking, that your Client has received the cancellation terms and conditions of the Supplier. Bookings cancelled by your Client will incur a cancellation charge. Changes to a booking will usually incur an amendment charge from the Supplier.

Always ensure you get a reference from the supplier when you amend/cancel a booking. Also make a note of the date and time that you made the change and the person you spoke to. This is really important further down the line if the supplier disputes that amendments/cancellations have been made. If you have no proof, you may end up being liable for the cost of the holiday.

For a step-by-step guide on cancelled bookings, transfers and refunds refer to [Cancel & Refund Reference Sheet](#).

Refunds

If a refund is owing you will be required to submit a ticket via the IntelHelp Hub for the refund to be actioned. Ensure you complete and upload the cancellation document which will display the refund amount. The IntelHelp Hub can be found under the Help tab on your dashboard. To request a refund select Submit a Ticket. Enter the subject Refund Request and under the Ticket Type select Refund Request Merchant of Record Bookings. Upload the cancellation documentation – this is mandatory for the refund to be processed.

Direct Hotel Bookings

Direct hotel bookings with outside suppliers must be registered in your Back Office once confirmed. If the hotel requires an invoice for the commission payment you must complete and submit a ticket which can be found under the IntelHelp hub in your Back Office, under the help tab. Please ensure to double check all the information is correct – especially the hotel contact team for processing commission payments. The person you have been dealing with will not always be the person the commission invoice should be sent to.

Select the Submit Ticket and the Ticket Type Invoice Request Bookings. Complete the form accurately.

IMPORTANT NOTE: Do NOT accept a “NET” price (a price where the Travel Agency commission is already deducted). In accordance with you Independent Contractor Agreement with IntelTravel. com, all commissions must be paid directly to your Agency, IntelTravel, after which we will deduct our small portion and forward your share to you! Remember, the Travel Partner would not accept a booking directly from you without affiliation with your Agency, IntelTravel. Failure to comply with these rules could result in termination as an agent.

YOU KNOW
YOUR
CLIENTS
BETTER
THAN ANY
ONLINE
TRAVEL
WEBSITE

5 Commissions

Here are some frequently asked commissions questions

You can find a detailed explanation on how commissions work by selecting the **My Agency – Commissions** in your Back Office. Where possible we recommend that you use the IntelTravel.uk direct suppliers and Preferred Partners to ensure a quick and seamless commission payment.

[Dashboard](#)[Book Travel](#)[My Agency](#)[Education](#)[Help](#)[Log Out](#)[Select Language](#)

My Commissions

IntelTravel.com pays you up to 80% of some of the highest travel commissions in the industry.

To start, you receive 70% of the base commission received by IntelTravel.com for all travel purchased online - at IntelTravel.com. That includes your own personal or business travel, plus all the travel you book for friends, family, business associates, employees and other customers. That's 70% of commissions received on all hotels, cruises, car rentals, vacation packages and tours. There are no sales quotas to meet and no minimum hours to work.

 [Watch Our IntelTutorial Video >](#)

Total Commissions: £ 0 [Click on £ for detail.](#)



Understanding Your Commissions:
[Learn More](#)

Details on how commissions work

How Much Commission Do I Receive?

Commissions vary by type of travel, by supplier and by the actual product sold for that travel brand. Generally, commissions paid by the Travel Partner to IntelTravel range from 10% - 16% of the base price (not including taxes and fees) for most travel products, and then you receive your share of that amount from IntelTravel. Some products like Travel Insurance or certain limited time bonus commission offers, pay commissions of 18%, 20% and more.

Cruises and Vacation Packages and Tours pay 10 – 16% generally, and hotels and car rentals 10% generally. See the Preferred Travel Partner Directory in your back office for current detailed commissions, but always confirm the commission with the Travel Partner during your research and at the time of booking.

You receive 70% of the base commission for all bookings purchased online or with our Preferred Partners. If you have reached a modest sales goal IntelTravel.uk will pay you 80% of the base commission as long as you maintain your qualification.

Merchant of Record (MOR) Bookings

In the UK when transactions are paid by your customer through a credit or debit card, the processor deducts their fee before they transfer the money to IntelTravel. The processing amount

charged by providers is currently at 1.5% and this amount is shared between you and IntelTravel. Some cards cost more, some less. For expedience, we use a blended rate to do the accounting and calculate commissions. Our banks and credit card processors are major UK-based institutions and we are working with them to reduce this card processing fee.

The 1.5% is calculated on the total cost of the holiday (before VAT) and even if your client makes multiple payments via a card, the 1.5% will not be applied for each payment transaction – it is only for the total gross cost of the holiday.

For MOR bookings where there is over a £10 commission earned, there is a £3.00 admin fee applied. A sample calculation is as follows:

- ❖ £1000 booking gross value
- ❖ £100 gross commission
- ❖ £3.00 admin fee since the gross commission earned is over £10.00
- ❖ Current MOR processing fee 1.5% of the total gross amount before VAT
- ❖ 70/30% commission split = **£50.40 agent commission portion and £21.60 IntelTravel portion.**

When are commissions paid?

Commissions are "earned" when IntelTravel receives payment from the Travel Partner (hotel, cruise line, etc.), typically 30 – 60 days after travel has been completed. Please do not request commissions upon purchase and payment, prior to travel, immediately after travel is complete, or any time prior to 60 days after travel is complete.

Commissions are paid to you twice a month - once approximately 15 days following the close of the month in which commissions are paid to IntelTravel.uk by the Travel Partner, and once approximately 30 days. So, if IntelTravel.uk receives a commission payment from the hotel or cruise line in February, you receive payment in March. A minimum of £5.00 per month is required for cheques to be issued. Monthly commissions of less than £5.00 will be accrued and paid within 10 business days following the close of the month in which the balance in your account meets the minimum.

You can track the payment of your booking through the Estimated Pay vs Scheduled Pay column under your Commission report. Once bookings are registered in your Back Office, the estimated pay will show an approximate date of when that commission should be paid based on the travel dates of the booking and receipt of the commission from the vendor. Once that money is received from the vendor, the estimated pay will change to the scheduled pay with a date of when that payment will be paid.

How Do I Get Paid?

IntelTravel uses HyperWallet to pay your commissions to you. For a minimal £2.00 fee, you will enjoy the convenience of your commission cheque being either direct deposited, available on a pre-paid credit card, or sent by paper cheque.

Commission is paid into HyperWallet on the 15th of each month and at the end of each month, following the month in which commission is paid to IntelTravel by the supplier. Once a commission is paid you will receive an email from HyperWallet saying the payment is ready, or for first time users to set up a HyperWallet account. Once you set up your account you will be able to select your preferred method of payment.

Why is my commission payment delayed?

To ensure a smooth and seamless commission payment we recommend that you book using the IntelTravel.uk direct Suppliers, via the travel booking engine or our Preferred Partners. Contracts have been negotiated with these suppliers to provide you with the most competitive commission rate and agreed commission remittance dates.

Occasionally, where we see delays in the processing of a commission payment it is due to one of the following factors:

- ❖ Commission payment has not been received from the supplier. This scenario generally applies for bookings made directly with a supplier and not through one of our Preferred Partners or via the Back Office. If you've made a booking with a supplier directly, we are not guaranteed when payment will be received. If the estimated pay date comes and goes and you were not paid on the booking, that is when the commission research process can begin. You can reach out to the vendor to ask if they have sent the payment. If they have not, ask them when they anticipate sending it or what the reason is that the payment has not been sent. You can contact Customer Service with the response from the vendor so that we can assist you in chasing the payment as well.
- ❖ The wrong confirmation number has been entered. When registering a booking in your Back Office ensure the correct number is entered as shown on screen or provided over the phone. The slightest inconsistency with the confirmation number will cause delays as the team is not able to match up the references. Some properties may also provide an alternative itinerary number which they use to report the commission, and this may not become apparent until the supplier is contacted.
- ❖ The lead guest name is missing or is incorrect. Some properties will provide commission statements capturing the guest name only and if this is not inputted correctly in the Back Office it will not match.
- ❖ Booking was registered late in the Back Office. Once a booking is confirmed, always enter it immediately in your Back Office to avoid any payment delay.
- ❖ Missing booking documentation
- ❖ Missing Hyperwallet information
- ❖ Booking is over 365 days.
- ❖ The booking has been changed and a new booking reference has been issued, but the existing ID has not been updated in the back office.

Who do I contact if I have a query on my commission payments?

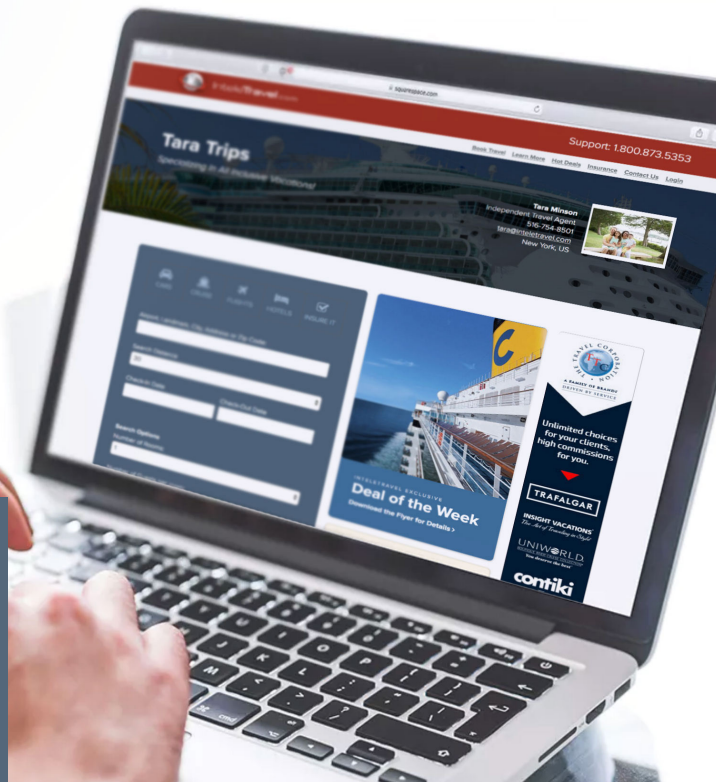
If you have a query on your commission payments the quickest route is to contact the Commissions Department by selecting the **IntelHelp** hub in your Back Office under the Help tab. Click on the submit ticket and select under the Ticket Type Commissions Inquiries. Complete the form and ensure to provide all the requested details, i.e. travel date, customer name, supplier, booking reference, etc. Please make sure the information submitted is accurate and detailed, as the more information the Commissions team has the quicker it will be for them to locate your booking. You only need to submit the ticket once and you can always reopen closed tickets by clicking on respond.

Where Can I Send My Clients To Search And Book Travel?

Being an IntelTravel Independent Travel Agent comes with the added benefit of a personalized website which you can direct clients to search and book travel. Your personalized website incorporates the IntelTravel.uk public site into a personalized booking engine and marketing tool just for you!

NO EXTRA COST

IntelTravel.uk charges NO design or set up fees – which would normally be hundreds to thousands – NO monthly hosting fees – other companies charge from £20 - £100 per month. With your personalized agent website not only do you earn thousands, you save thousands as well!!! Your agent PIN is embedded in your website to keep track of all bookings made through your personalized website; we do the work for you!



I Hit Upload But Can't Find My Website

Every website must be approved by IntelTravel to ensure professionalism, accuracy, and appropriate content and photos; this can take up to 48 hours for approval. You will receive an e-mail notification as soon as your site is approved and live for you and the public to see; you will also be notified should any changes need to be made for approval. If you still have a problem, such as being directed to IntelTravel.uk or the Agent home page, make sure you are logged out of IntelTravel.uk. You may also have to delete cookies on your computer, because our site is recognizing you as an agent and attempting to direct you to the appropriate area rather than a consumer website. Also check to make sure you are not using www. in front of your website address.

Can I Make Changes To My Submitted Website Information?

Once you have created your FREE personalized website, your Agent Back Office which is accessed by logging into IntelTravel.uk with your Agent PIN and Password will have a link in the Agent Menu that says "Edit My Website." Here, you can redo your page as many times as you would like, changing your photo and any other information; remember the 48 -hour approval period still applies to each new Upload.

Why Do I Have To Include My Email Address?

The users (your clients) of your personalized website are your customers. In order to instil trust and credibility you must provide

them with at least one way of contacting you. Email is the least invasive form of contact. However, we recommend you also provide a phone number.

What Type Of Photo Am I Allowed To Use For My Personalized Website?

You must use a professional-looking photo, with just YOU – no other people or objects. If your spouse or partner is an IntelTravel Agent as well, they may be in the photo. See the Create My Website page for details on size, etc. NO other logo or company unrelated to your travel selling business is permitted. Aspect ratio is automatically accommodated without distorting your photo, so nearly any photo will work, including a standard 4X6 photo from a digital camera. (No funny hats, please!) Once your photo has been submitted it will take up to 48 hours to be approved; you may change your photo and other information as often as you like.

Can I Change Other Things On My Site Besides The Banner With My Personal Info?

NO. Of course you can go through the work and expense of building your own site and providing a link to your FREE Personalized Travel Website for all the booking functions. Remember, any custom work you do on your own materials or websites must be submitted for marketing review and approval. See the Sales Tools link for more on this.

What If I Have A Common Name And Someone Else Already Has It?

OR What If I Want To Use Something Other Than My Name As My Website Address? Consistency and ease of use makes for better marketing for YOU, therefore we have set up our system to establish all personalized Agent websites in the same way, first and last name -DOTIntelTravel.com. If someone already has your name, you will receive a message suggesting you try a variation of your first name, middle initial, and last name etc. All personalized websites must feature an actual Agent's name (a person), in addition to any travel business name you use.

How Will I Get Paid Commissions For My Clients Who Purchase On My Personalized Website?

Any purchases made directly through your Personalized Website will automatically appear in your commissions report. Standard commission policies apply.

How Will I Know What My Customers Have Purchased, Who Has Visited The Site, How To Contact Them?

You will receive an email notification every time a new customer registers as a user on your FREE Personalized Website, and when users register on our public booking engine on the corporate site (as long as the customer enters your AGENT PIN). Your commission report, which is available 24/7 via your Agent Back Office accessible by logging into IntelTravel with your Agent PIN and Password, will automatically reflect any bookings associated with your FREE Personalized Website or bookings made on the public corporate site using your Agent PIN. In addition you will receive copies of any confirmation emails your clients receive on their bookings.

Can My Customers Come Back And Find Their Itineraries And Bookings?

For now, they simply contact the Travel Partner (hotel, cruise line, vacation company, etc.) listed on their e-mail confirmation either by telephone or through the Travel Partner's own website. Confirmation numbers and other details on this form usually give access to Travel Partners' online itineraries and possible even additional travel options (shore excursions, seat selection, etc.). COMING SOON – My Itineraries feature for your travel clients to access their IntelTravel purchases online through your FREE Personalized Website.

How Do They Make Changes And Cancellations?

For security reasons and to keep customers from accidentally cancelling important travel arrangements, Travel Partners (hotels, cruise lines, etc.) do not usually make Cancellations possible through online booking engines. How to cancel depends on the Travel Partner and the type of travel booked. Customers should

simply follow the instructions always included in the email confirmation. If a customer contacts you, make sure you take the necessary steps for them immediately, by either contacting the Travel Partner, or asking for help from CustomerService@IntelTravel.com. Cancellation policies and any penalties vary by Travel Partner and are always disclosed prior to purchase and listed on all confirmations. Please be sure to read and understand all change/cancel procedures and explain them to your clients prior to purchase as fees cannot be waived. Modifying or cancelling another agent's bookings is strictly prohibited. Failure to comply with this rule could result in termination of the agent. Additionally, Inteltravel will not release confirmed bookings back to the vendor or to another host agency. The client will have to cancel the current booking, pay any applicable fees, and re-book. Any questions/concerns, please email CustomerService@IntelTravel.com.

Now That I Have A Website, What Do I Do With It? How Do I Get People To Go There?

Be sure to join one of our Webinars or listen to one of our weekly conference calls - live or replay these in the IntelTutorials archive at www.IntelTravel.uk – featuring Marketing training or the special topic: How to market your Free Personalized Travel Website. For now, send out an email to family, friends, co-workers, customers from another business, members of your club - everyone you know - with your new website address; print up business cards with this website address on them and give them out to everyone (see Sales Tools for easy online ordering); take out an inexpensive ad in your group or congregation newsletter, etc. See the training manual for more marketing ideas, like cooperative marketing deals with local businesses, for example. TIP: Remember, no "www" in your personalized website address.

What If My Customers Shop On My Site And Then Go To Inteltravel's Public Site And Book?

We take many steps to ensure that you are compensated for your customers' business. Once they have visited your personalized site, IntelTravel places an electronic "cookie" on their computer to identify them if they visit the corporate site. However, some computer users delete these cookies. Before conducting their first search on your site or ours, your customers will be required to register as a FREE User, and then log in each time they visit the site after that in order to search or book. As long as they registered you as their Agent, you will be credited for all their activity. Remember, you are responsible for making sure your customers KNOW they are yours. It's your minimal job to make sure they use your PIN for all transactions, when necessary. Sorry, but PINs cannot be changed or added after a transaction is complete - no exceptions.

Business Cards & Other Sales Tools

From basic sales tools to business builders and gifts, IntelTravel understands the importance of branded logo items, personalized with your own contact information, to building your business. These sales tools and business builders will help you promote your travel business, get your name out there, encourage and reward customer referrals, promote events and act as giveaways, thank you gifts, signs and displays, and more. IntelTravel has partnered with one of the largest providers of high-quality items of this kind, and professionally designed the products to have real impact. By ordering through our official Print Shop in the Agent Only area, you ensure design and production quality, lowest pricing, and get fast, reliable online service – Guaranteed by a printing service with millions of customers nationwide. You also benefit from not having to design your own pieces and secure mandatory marketing approval from IntelTravel.

IntelTravel's
Print Shop offers...

Business Cards
Letterhead & Envelopes
Thank You Notes
Lawn & Car Door Signs
Banners
Magnets
Keychains
Luggage Tags
Clothing & Hats
& More!

How Do I Get Inteltravel Business Cards? How Do I Track The Order?

Don't have your IntelTravel.uk Independent Travel Agent business cards yet? You are missing the first and easiest step toward a successful home-business in travel. You are also missing out on some of the best offers from cruise lines, resorts and theme parks, who often require an agency business card to verify your qualification for professional discounts. Ordering is just a click away. **And don't forget these valuable sales tools, too: IntelTravel.uk letterhead, matching envelopes, business card magnets and promotional items with our logo.**

TO ORDER

Log onto the Agents Only area of IntelTravel.uk with your Agent PIN and Password. Click on Print Shop (in Agent Menu at left),

DELIVERY

Cards are printed by an outside supplier. See Innovative Marketing & Design's Lowest Price & Satisfaction Guarantees! Note: IntelTravel cannot check the status of your order. You must work directly with the supplier. However, your satisfaction and the quality of the products and service are guaranteed by the supplier.

When to Use Your Business Cards?

Once you have your cards, give them out to everyone you meet. Leave cards with the hotel manager or other Travel Partner to show your enthusiasm and get on their mailing list. Leave one with the tip at restaurants. Put one in the envelope when you pay bills. Post them in local stores, etc. Can I Use My Own Logo?

What Are The Rules About Using IntelTravel's Logo?

IntelTravel.uk encourages its Independent Travel Agents to employ creativity in their marketing of IntelTravel.uk services and the Independent Travel Agent Program. To protect all of our Agents, and the quality of the company's image, there are several important and strictly enforced rules to follow.

TIP: Make sure you have set up your IntelTravel personalized website before ordering business cards, and you use that address on your cards and any other materials when possible.

Your Own Logo and Company Name

You may develop an original logo as long as it utilizes your personal or company name (not IntelTravel or any variation) with all of your own personal contact information (not IntelTravel's phone number, web address, etc.).

Inteltravel Logo

If you wish to mention IntelTravel.uk in any way, you must identify yourself or your company as **"An Independent Travel (Agency, Agent or Affiliate) of IntelTravel.uk"**

Approved Logo Art

our logo must be completely original and not an approximation of any of IntelTravel.uk's logos or other intellectual property. If IntelTravel.uk's logo is used, it must be our exact artwork as provided in your back office under Print Shop or by customerservice@inteltravel.com.

Mandatory Marketing Review

To maintain the quality of our business, and to protect the professional integrity of our Agents, your final designs or materials must be submitted to IntelTravel for review and written approval prior to use. This is in accordance with your agreement as an independent contractor with IntelTravel.uk.

Remember: When any relationship to IntelTravel.uk is stated or implied, directly or indirectly, the design for any material must be approved in writing by the Agent & Customer Service Department.

**See "Mandatory Marketing Review" in your agreement.*

Your creativity and cooperation are helping to build The Future of Travel!

"Most people have that fantasy of catching the train that whistles in the night."

—Willie Nelson, American Songwriter (b. 1933)

Women - Dress suit; skirt or dress slacks with blouse or sweater.
Children (under 16) - Neatly attired.

Unacceptable Attire:

Jeans, shorts, jogging tops, T-shirts, sweatshirts, tank tops, bare midriffs or bare feet. There is no need to sacrifice comfort. However, if you prefer to travel dressed in an extremely casual way (in a track suit, for example), then you should not request or expect professional treatment.

Other Requirements

In some instances, a Travel Partner may present certain requests or requirements in order to grant you a discount or other privilege. Maybe there is a maximum number of nights that the discount is available, or you are asked to take a 15-minute tour of the property; perhaps an introduction to the Manager on duty, or some other simple offer. It is your professional obligation to accept any such opportunity with gratitude and interest - they are usually fun, short and informative. Remember that the more you learn, the more you will sell and enjoy travel yourself.

Travel Partners are encouraged to comment on the performance of IntelTravel.uk Independent Travel Agents. For the protection of all IntelTravel.uk Agents, reports of unprofessional Agent behaviour are thoroughly investigated and may result in forfeiture of privileges and/or Agent termination.

Hotels

Most hotels offer significant discounts to Travel Agents, when space is available. In general, expect 50% off the rate offered to the public ("rack rate"), unless there's a special offer, called a "Familiarization," "FAM," "educational" or "introductory" rate, for Agents making their first trip to the property. This rate can be as much as 80% off, but may be limited to a number of nights or subject to "black-out" dates.

How To Book: Contact online or call the 800 number for large chain hotels and ask for the number of the specific location you are interested in. (Try not to request Agent rates online from a large chain's main website or from the 800 service. These reservationists are probably not as interested as the local staff in promoting the hotel to Agents.) Just before you make the direct call, place in front of you your IntelTravel.uk Independent Travel business card or letter of verification (for the official Agency address and telephone numbers), your Agency numeric industry

Professional Privileges

No doubt that the opportunity to travel has always been a primary attraction in the decision to become a travel professional. Who can resist the prospect of discounts on hotel rooms, upgrades to suites, and special VIP attention? Yet, these travel benefits carry with them important professional responsibilities.

A Privilege: Any offer from a Travel Partner for discounts or other recognition of your professional status in the travel industry is a privilege that can be denied or made unavailable at the discretion of the provider. Travel Agents accept this condition with appreciation for even the consideration of a benefit.

To Educate And Sell: Travel Partners make industry rates and privileges available in order to make their products and services more accessible to Travel Agents. These offers are meant to further educate Agents in the hope that they can more effectively recommend and sell to their clients. **Any agent who makes use of a professional and service without the sincere intention to sell the Travel Partners product is in violation of their agreement with IntelTravel.uk.**

Credentials & Security

Whenever you are travelling as a travel professional (with professional rates, or requesting professional courtesies), you are required to show identification to the Travel Partners. When making reservations be sure to confirm the type of identification required at check-in. Travel Partner policies differ, but be prepared to show an Agent business card, and, occasionally, a letter of agent verification on IntelTravel agency letterhead. E-mail customerservice@inteltravel.uk to have a verification letter sent to you. Always have your IntelTravel numeric industry codes with you (NOT your PIN – which is only for use within IntelTravel, but the ABTA, CLIA or other Agency identifiers provided in your Welcome Email).

Appearance & Attitude

When you are travelling in your role as a professional Independent Travel Agent (requesting any professional privilege or discount from a Travel Partner), you are required to appear and act in a professional manner. You're more likely to be recognized with a Travel Partner's generosity, and you will help to maintain the professional image of your fellow IntelTravel.uk Agents. Always remember that you and the hotel clerk or other Travel Partner's representative are both professionals working in the same industry.

Dress Suggestions:

Men - Suit; sport jacket with slacks and shirt, sweater or turtleneck; dress shirt with tie and slacks. Never make demands when in situ, that impacts the reputation of you, as the advisor, or IntelTravel.

codes (NOT your PIN – which is only for use within IntelTravel, but the ABTA, CLIA or other Agency identifiers provided in your Welcome Email), a pen and paper, and your credit card.

Hotel receptionist answers.

“May I have the reservations department, please?”

Call connected. Reservations representative introduces himself/herself.

“Hello, this is (YOUR NAME). I am a Travel Agent with IntelTravel. Could you check availability arriving (DAY OF WEEK), (MONTH & DAY) for (NUMBER) nights, departing (DAY OF WEEK), (MONTH& DAY)? This is for me and my spouse, so I was interested in the Travel Agent rate.”

Reservations representative will check and, if the hotel is not sold out or in the middle of a special season, he or she may offer the standard 50% discount.

You may also ask, “Is an introductory or FAM rate available?”

Remember that you are a certified professional Independent Travel Agent, and IntelTravel is not a club.

Never use the words “member” or “membership.”

At some point, you will be asked for information about your agency. Use your IntelTravel business card for accurate response. If you are asked for the agency’s ABTA or CLIA number, be sure to read carefully the codes which apply to you from your Welcome Email. Do not confuse it with your PIN.

Once you have confirmed your reservation and provided billing information, ask for a confirmation number and confirm exactly what identification you will need when you check in: A business card, a letter of verification on agency letterhead (if a letter of verification is required e-mail customerservice@inteletravel.uk).

Check-In and Upgrades: When you arrive at the hotel, be sensitive to crowded registration counters and overworked clerks. A word of sympathy or a special gesture, like being willing to wait, can go a long way toward creating a friendly, professional image for you and IntelTravel.uk. It also may earn you some extra attention, like an upgrade to a superior room or suite. You may request an upgrade and, if available, you will often receive one. Be certain that you have the required identification and your confirmation number (write it on the back of your business card).

NOs: Hotels and other Travel Partners have developed many ways to say “no” to Travel Agents without sounding impolite or ungrateful. Whatever the reason for either not offering a special rate, or providing an upgrade, you must accept it graciously and offer thanks for the consideration. Always remember, we

are Agents for hotel, cruise line, or other Travel Partner (who is likely to offer some benefit in the future, if we protect our relationship).

Car Rentals

Car rentals for Agents can be booked in much the same way as hotels, though you will more often have to call a central reservations 800 number. Check availability and ask to what class of car the Agent rate applies. Expect 10% to 30% off regular rates (car rental prices and profit margins are much lower than hotels). Some rental companies offer a flat daily rate for Agents. Again, it is a good idea to reserve ahead of time and get a confirmation number. (Travel Agent discounts at hotels and on rental cars may be offered at the last minute, in person, but there is a risk that nothing will be available.) Remember to ask what credentials you’ll need. When you pick up your car, you may be offered an upgrade to a premium or luxury class at no extra charge if availability allows. Some agencies may also waive one-way rental drop-off charges (which can amount to hundreds of dollars).

Theme Parks, Shows & Tourist Attractions

Free or discount admission is offered to Travel Agents by many theme parks. Call ahead to check policy and credential requirements, though reservations are not necessary. Discounts range from 10% to 50% or more, and some may be extended to others traveling with you. Otherwise, a smaller courtesy discount may be offered to the members of your party. When you arrive, proceed to the Guest Relations, Group or Administration office or window. Do not stand in public lines. (Please note: Disney properties, due to overwhelming popularity, require you to complete advanced brand education and have significant proven sales ability. No exceptions.) Wax museums, stage shows and other tourist attractions have similar policies. Call in advance.

Airlines

With the advent of Frequent Flyer Programs, Gold and Platinum levels, and other promotions, upgrades have become an often-requested commodity in the airline industry. With that understanding, you should not expect any upgrades due to your Travel Agent status. Some Agents report better results. Keep in mind the suggestions for dress and manner - you will probably not be upgraded if you do not follow them.

At the gate check-in counter, offer your tickets and Travel Agent business card to the gate agent, say you would appreciate an upgrade if space allows. Be sure to add that if no room is available, you understand and thank them for the consideration. Make your request discreetly if others are around you, speaking softly and cheerfully. Offer to take a seat quietly and wait for

them to determine if there is space. Of course, when the answer comes, accept it graciously, no matter what it is.

Cruises & Other Industry FAMs

When space allows, cruise lines, tour operators and package companies offer open discounts only to those Agents who qualify by meeting sales or educational criteria. However, most of these Travel Partners offer 50- 80% discounts on selected specific sailings or dates that are available to even beginning Travel Agents.

Spouses are usually welcome at the same rate, and seminars may be offered on topics such as “How To Sell and Promote Cruises.” Contact Travel Partners directly for available FAMs or reference the FAM section of our website for a full range of choices, which changes constantly. Most industry FAMs are offered with advance notice of at least a month or two, but space is filled quickly. On occasion, when space is overbooked, Travel Partners sponsoring these FAMs reserve the right to cancel Travel Agent reservations and refund payments. (Inquire about cancellation insurance for any added arrangements, such as airfare.)

No Combinations

Of course, Agent discounts or other privileges may not be combined with any other offer to the public, such as discount coupons, advertised specials, senior citizen rates, etc

FAM Trips & Other Travel Agent Benefits

What Are FAM Trips And How Do I Find Them?

Short for Familiarization Trip, FAMs are provided by Travel Partners like hotels, cruise lines, resorts, vacation and tour companies and tourism boards

- ❖ Exclusively for Travel Agents (spouse/companion usually welcome at the same rate or with a modest supplement)
- ❖ To “familiarize” you with their travel offerings
- ❖ To encourage your recommendations and sales
- ❖ Deep discounts - often up to 80%! - to help you travel more
- ❖ NOT commissionable to Inteltravel.uk or you

What Are Travel Agent Discounts, Privileges And Other Benefits? Can My Companion Come Too?

PROFESSIONAL TRAVEL AGENT PRIVILEGES

- ❖ **HOTELS** - Travel Agent Rates, Upgrades & Other VIP Attention
- ❖ **CAR RENTAL** - Travel Agent Rates, Upgrades & Other VIP Attention
- ❖ **CRUISES** - Travel Agent Rates, Upgrades & Other VIP Attention
- ❖ **VACATIONS & TOURS** - FAM Trips, Travel Agent Rates, Upgrades & VIP Attention
- ❖ **THEME PARKS SHOWS & ATTRACTIONS** - Travel Agent Rates & Other VIP Attention
- ❖ **RAIL** - Travel Agent Rates, Upgrades & Other VIP Attention
- ❖ **AIRLINES** - RARE: Upgrades & Other VIP Attention

Non-Agent Spouse Or Companions

Typically, Travel Partners will extend Travel Agent privileges to non-Agent Spouses or other companions as long as they are traveling with the Agent. Often Travel Partners will limit these privileges in some way. Common limitations are: One hotel room/cabin/car per Travel Agent; or a maximum number of non-Agent guests at the reduced rate. Occasionally, Travel Partners will charge a modest supplement over the Agent rate for non-Agent companions, still representing a significant discount from public pricing. Many Independent Travel Agents find it advantageous to enrol their Spouses or regular traveling companions as Independent Travel Agents for this reason. The enrolment fee can often be recovered in the savings on just one trip.

Airline Discounts

Travel Agent Discounts on airline tickets (sometimes referred to as AD75 or similar) have become rare, and no longer represent a value to you. Discounts, when they are available, are taken off the highest possible fare and do not compare favourably with well-searched public fares. In addition, Travel Agent Airline Discounts are subject to very limited availability and heavy restrictions - including stand by status (highly susceptible to “bumping”) - that can interrupt your travel plans.

If you are interested in this Travel Agent Benefit, please note that all major airlines reserve these fares for travel agents who have proven their ability to sell. Beginning Travel Agents qualify for a wonderful variety of discounts and privileges; however, some Travel Partners reserve certain benefits for Agents who have proven their ability to sell travel.

How Do I Get Travel Agent Rates?

Travel Agent rates are not available through automated booking engines. Travel Partners (hotels, cruise lines, etc.) require that you call them directly for these privileges. Here are easy, step-by-step instructions...

- 1. Determine the Travel Partners** (hotel, car rental agency, cruise line, vacation company, etc.) through your own research or see FAM Trips below.
- 2. Don't forget FAM Trips.** Short for Familiarization Trip, FAMs are provided by Travel Partners like hotels, cruise lines, resorts, vacation and tour companies, tourism boards...

- ❖ Exclusively for Travel Agents (spouse/companion usually welcome at the same rate or with a modest supplement)
- ❖ To "familiarize" you with their travel offerings
- ❖ To encourage your recommendations and sales
- ❖ Deep discounts - often up to 80%! - to help you travel more
- ❖ NOT commissionable to Inteletravel.uk or you

How do I find FAMs?

Our online E-Newsletter, InteleBytes, regularly delivers the latest FAM offers to your email box. Find an archive of past issues by logging onto the Agents Only area of InteleTravel (with your PIN and password), and clicking on InteleBytes (in the Agent Menu at left). In the Agent Menu you can also click on the FAMs link for a library of current which InteleTravel staff have curated from industry sources. For thousands more, InteleTravel recommends a subscription to FAMNews, the industry's most comprehensive resource for Travel Agent reduced rate offers. The FAMs link contains a special subscription offer just for InteleTravel Agents. UK Advisors should check the following link for industry rates across many sectors: <https://www.touchdown.co.uk/>

How To Book

Contact Travel Partners with the information listed. Remember, these offers are at the discretion of Travel Partners. Some are last-minute, others are available long term, even year-round. You are an Independent Travel Agent with InteleTravel, an industry endorsed agency (See your Welcome Email for InteleTravel's agency identifiers - ARC, CLIA and other numbers. Don't confuse them with your PIN, which is for internal InteleTravel use only).

Always confirm the qualifications required by the Travel Partner; a few FAMs may be reserved for Agents who have proven their ability to sell travel. Confirm what qualifications you will need with the hotel, resort, cruise line or other Travel Partner.

- 1. Contact Travel Partners with the information listed.** Remember, these offers are at the discretion of Travel Partners. Some are last-minute, others are available long term, even year-round. You are an Independent Travel Agent with InteleTravel, an industry endorsed agency (See your Welcome Email for InteleTravel's agency identifiers - ARC, CLIA and other numbers. Don't confuse them with your PIN, which is for internal InteleTravel use only).

TIP: Use as many terms as possible, as all Travel Partners use different terminology.

Do NOT request discounts from Airlines. Discounts from Cruise Lines usually require CLIA membership, though some FAM cruises do not (see FAMs above). See other FAQs on this list for more details on CLIA, Airlines or FAMs. Once you have selected your travel arrangements.

- 2. Provide the Agency's Numeric Industry Codes.** You are an Independent Travel Agent with InteleTravel, an ABTA, CLIA and ATOL endorsed agency (your PIN is for internal InteleTravel use only). NOTE: When speaking with Travel Partners, do NOT change the InteleTravel's official agency address and contact information to your own personal information.

- 3. What if a Travel Agent rate is not available?** Can you be flexible with your travel dates? If still no luck, politely thank the Travel Partner representative and move on to another choice. With a few phone calls, you will find the arrangements you need. NEVER argue with a Travel Partner. See IMPORTANT note below.

- 4. Confirm Qualifications** Will a professionally printed travel agent business card, an authorization on agency letterhead (provided with your welcome email), etc.?

- 5. What is the rate for non-Agent spouse or companions traveling with you?** Typically, Travel Partners will extend Travel Agent privileges to non-Agent Spouses or other companions as long as they are traveling with the Agent. Often Travel Partners will limit these privileges in some way. Common limitations are: One hotel room/cabin/car per Travel Agent; or a maximum number of non-Agent guests at the reduced rate. Occasionally, Travel Partners will charge a modest supplement over the Agent rate for non Agent companions, still representing a significant discount from public pricing. Many Independent Travel Agents find it advantageous to enrol their Spouses or regular traveling companions as Independent Travel Agents for this reason. The enrolment fee can often be recovered in the savings on just one trip.

- 6. Cancellation policy/Confirmation number** Make sure you get this information and understand the cancellation policy and any penalties clearly.

- 7. Trip protection (travel insurance)** InteleTravel STRONGLY RECOMMENDS trip protection whenever available.

- 8. Remember** that at all times you represent the company and thousands of fellow Independent Travel Agents around the world. Please be professional and polite regardless of the circumstances.

IMPORTANT: These offers are at the discretion of Travel Partners. They are privileges which can be taken from you if your actions do not reflect well on the professionalism of your fellow Independent Travel Agents or InteleTravel.

How To Travel Like A Pro

Do's and Don'ts of FAM Trip Travel

FAM trips and Agent rates are privileges that demand conduct of the highest professionalism. But even when traveling at regular rates, remember the partnership that we share with our Travel Partners — and act accordingly. Here are some helpful suggestions from veteran travel professionals:

Have a good time, but remember what you're there for.

Agent rates and FAM trips are meant to educate, but think about what you could gain by making the extra effort to learn on any trip. Ask for a property tour or any other special information that may be available for Travel Agents. Go the extra mile ...ask to meet the sales manager and/or leave your business card. Of course, if you are invited to meet a manager or attend a pre-planned Agent seminar, your attendance as a professional is not optional.

Act like a pro. Make requests in a respectful manner that recognizes you are asking for a favour. If it's possible, you will be accommodated. If it's not, you should be gracious and understanding. Be mindful of the fact that other passengers can overhear and be affected by your behaviour...which reflects positively or negatively on InteleTravel. Know as much as possible about the product ahead of time. That way, it will make more sense and mean more when you experience it. Plus, you'll be able to get additional information that could be valuable to you or your customers in the future.

Dress appropriately. That starts with the flight and continues throughout the end of the trip until you arrive back home. The reality is, you're more likely to be treated professionally if you're dressed that way. Separate business from pleasure, and don't be too casual for meetings or seminars. Also, set a good example by following protocol for formal nights and other activities.

Be a little early for everything. Punctuality is the mark of a professional, so arrive early for seminars and airport check-in. Know preconditions regarding seating arrangements, upgrades and other accommodations. If your luggage is temporarily lost, follow the advice we give our own clients: Carry essential items (like medications) in a carry-on bag in case there's a problem. And be patient with the Travel Partner's agents while they locate your bags. In your room, requests or complaints about air conditioning, plumbing, etc., should be directed to the appropriate personnel in a diplomatic way, respecting the partnership between you and the Travel Partner's employees.

IMPORTANT: Required Reading

These offers are at the discretion of Travel Partners. They are privileges which can be taken from you if your actions do not reflect well on the professionalism of your fellow Independent Travel Agents or InteleTravel.

Use good sense with the people you meet. You can tell people that you're a Travel Agent -- but don't proclaim to other passengers that you're on a discounted FAM trip. Be sociable but use discretion and act like a professional. **Above all, avoid soliciting travel or recruiting Agents while on your trip, as your fellow passengers are likely to be there thanks to another Travel Agent. Not only is stealing customers bad form, but Travel Partners cannot risk the backlash from other agencies. Such actions can bring about stern repercussions for you and InteleTravel.UK.**

Ask about a Travel Partner's Agent qualifications and room-sharing policy. Some trips are "for Agents only," so check ahead before sharing your cabin or hotel room with a spouse or companion. Some are reserved for full-time agency employees (not Independent Travel Agents) or have minimum sales requirements. There's no reason to feel awkward if you have the facts you need.

Engage in the kind of travel experience that your clients will. Get an education, but think from the standpoint of your family members, friends and associates. What part of the trip should you explore further or find out more about, so you'll be ready to close a sale? Take notes and be a part of activities that will develop your skills as an Agent. Offer criticism through InteleTravel.uk. If you have suggestions or criticisms about your trip, keep them constructive and e-mail or write them in a letter to InteleTravel.UK. We want to know for the sake of other Agents and customers. Our Agent & Customer Service representatives can provide perspective and detailed knowledge about the Travel Partner in question and will advise you of any further action taken by the agency. Don't write directly to the Travel Partner, unless you are writing as a regular customer, and not as an Independent Travel Agent with InteleTravel.uk.

Finally, take the time to say "thank you".

Everyone appreciates gratitude when they've gone out of their way. Rarely will things be 100% to your liking, but it has still been a new travel experience for you. Remember to acknowledge the Travel Partner's generosity through a verbal "thank you" to staff and crew who have served you well. Don't forget to thank maids and stewards with tips. And when you return home, send a thank you note to the appropriate representative on your InteleTravel.uk stationery.

With these simple tips, you will do InteleTravel.uk proud and promote our image as the most professional agency. At the same time, you'll enrich your experience, have a better time, see more, sell more and gain a better understanding of the world of travel.

If you have a question that has not been answered, please visit the Knowledge Zone in your Back Office under the Help section. Here you will be able to search for further information by entering your question or key words. This facility is an excellent resource to answer pretty much any query you have.

ATOL for Agents

The ATOL financial protection scheme applies when selling flight-based arrangements in the UK. Customer monies are protected in accordance with the scheme, and an ATOL Certificate will be issued as confirmation of protection.

Advisors should prioritise using ATOL-protected preferred partners as the "package organiser" for flight-only or flight-inclusive packages wherever possible. In these cases, the advisor acts as the travel agent rather than the package organiser or flight provider. This is particularly important for agents who are new to the travel sector and developing their understanding of the Regulations. Advisors may create packages, making IntelTravel the organiser, where suitable options are not available through existing suppliers; however, the use of preferred partners is encouraged wherever possible.

Care must be taken to ensure that sales remain within IntelTravel's agreed financial protection arrangements with the Civil Aviation Authority (CAA).

Visit www.caa.co.uk for further information on ATOL.

1.ABOUT ATOL

What is ATOL?

ATOL is the UK's statutory financial protection scheme for certain flight-based travel arrangements. The UK Civil Aviation Authority (CAA) manages the Air Travel Organisers' Licensing (ATOL) scheme to protect consumers and regulate travel businesses.

ATOL protection is designed to protect consumers if the ATOL holder (the travel organiser) ceases trading. Depending on the circumstances, protection can include refunds and arrangements to bring people home.

How ATOL is funded

ATOL is primarily funded through the ATOL Protection Contribution (APC), which is £2.50 per passenger and is payable by ATOL licence holders to the Air Travel Trust Fund.

APC is not a consumer charge, and it should not appear as an additional passenger charge or "tax" in brochures, websites, payment receipts or on ATOL Certificates.

An ATOL Certificate must be issued when a consumer makes the first payment (full or part) for a flight or trip covered by ATOL. If a business cannot issue the ATOL Certificate, it must not take payment until it can.

There are different ATOL Certificate types depending on the sale:

- ❖ **Package (Single Contract)**
- ❖ **Package (Multi-Contract)**
- ❖ **Flight-Only**

The ATOL Certificate is the consumer's proof of protection and includes details of what and who is covered and the issuer's business name and ATOL number.

When does it apply?

ATOL requirements apply to businesses selling Flight-Only or flight-inclusive packages to UK consumers, including businesses established outside the UK if they advertise and sell to UK consumers

Flight-only: when it is and is not ATOL protected

1. If a consumer books an ATOL-protected flight, they receive an ATOL Certificate after making a payment; however, they will not receive a valid e-ticket in exchange for payment.
2. If a consumer purchases an airline ticket and receives a valid e-ticket in exchange for payment, the ATOL scheme does not cover that flight. (airline ticket agent).

IntelTravel advisors do not act as airline ticket agents. Flight-only bookings are therefore arranged either through ATOL-protected preferred partners or under the IntelTravel ATOL licence, and an ATOL Certificate will be issued where required.

In all cases where an ATOL Certificate is required, it must clearly identify the ATOL holder providing protection and confirm what elements of the booking are covered.

Issuing ATOL Certificates (IntelTravel Process)

ATOL Certificates are issued from Customer Service once the booking has been correctly created and recorded. Advisors must ensure that all bookings are registered in the Back Office system promptly and accurately to enable the certificate to be issued in line with ATOL requirements.

Where an advisor creates an IntelTravel flight-inclusive package using individual elements sourced from preferred partner tiles, it may be necessary to notify Customer Service directly to ensure that the ATOL Certificate can be issued without delay. Linking the elements under one trip is the most effective method.

Advisors must not treat a booking as ATOL protected unless an ATOL Certificate has been issued, as this document is the official confirmation of protection.

ATOL Certificates – Package Types

ATOL Certificates for packages may be issued as either Single Contract or Multi-Contract, depending on how the holiday has been structured.

For advisors, the key point is not the contract type, but who is acting as the organiser and providing the ATOL protection.

Where a preferred partner creates the package, they act as the organiser and issue the ATOL Certificate

Where a package is created under the IntelTravel ATOL, IntelTravel is the organiser and is responsible for the package

In all cases, the organiser is responsible for the delivery of the holiday, regardless of whether there is one contract or multiple contracts with suppliers.

Advisors should ensure that customers receive the correct ATOL Certificate and understand which company is providing their protection, as shown on the certificate.

ATOL Certificate-Single Contract

There are two scenarios to consider here:

1. This applies when the customer pays for a trip containing two or more main holidays elements booked at the same time, and makes one payment for all the travel services included in the package. In most cases this will be the tour operator or package organiser, and a single-contract ATOL certificate is issued.
2. However, there may be circumstances when IntelTravel agents "organise" a package under the IntelTravel licence and this is when IntelTravel issues the single-contract ATOL certificate.

If an advisor books a flight together with another major travel service (such as accommodation, car hire, or ferry), this will normally create a flight-inclusive package, and an ATOL Certificate must be issued.

A "major" travel service generally includes:

- ❖ Flights
- ❖ Accommodation
- ❖ Car hire

Other services such as transfers, attractions, or insurance are not usually considered a significant part of a package unless they represent a substantial proportion of the total value or are the main purpose of the trip (for example, a high-value attraction).

Where IntelTravel accepts payment for a flight-inclusive package or applicable flight-only booking under its ATOL:

IntelTravel becomes the "organiser"

IntelTravel is responsible for the booking under the Package Travel and Linked Travel Arrangements Regulations 2018 (PTRs)

The suppliers provide the individual elements, but IntelTravel is responsible for the overall package

This means:

- ❖ The package must be delivered as described
- ❖ IntelTravel is responsible if any element does not perform as agreed
- ❖ Advisors act as agents of IntelTravel and are responsible for maintaining communication with the customer
- ❖ A package may be created where multiple travel services are combined as part of the same trip, including where:
- ❖ Services are purchased together in a single booking process, or
- ❖ Services are combined and presented as a single trip or holiday

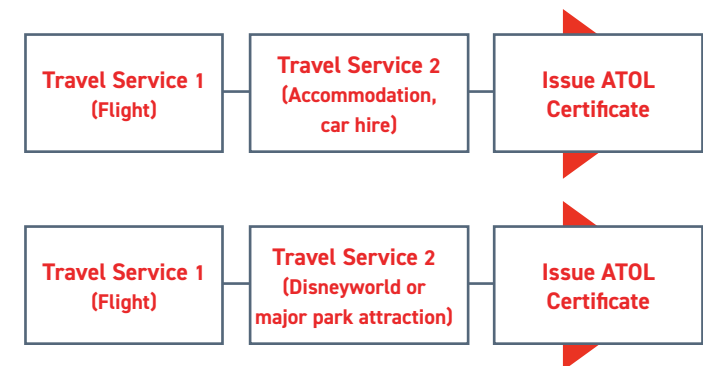
Where a flight is included, this will normally require ATOL protection and the issue of an ATOL Certificate.

Advisors must:

- ❖ Ensure that the correct type of protection is applied
- ❖ Confirm that an ATOL Certificate is issued where required
- ❖ Clearly explain to the customer:
- ❖ Which elements are protected
- ❖ Who is providing the protection

Remember, ONLY flights and flight-based packages require an ATOL Certificate.

A cruise is considered a package (as it includes transport and accommodation). However:



- ❖ Cruise-only bookings are not ATOL protected (no flight included)
- ❖ Protection is provided by the cruise provider or applicable scheme

If a flight is added to a cruise booking:

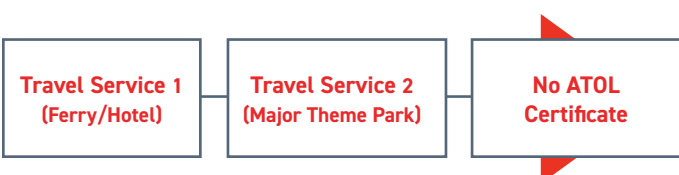
This becomes a flight-inclusive arrangement ATOL protection may apply to the flight element. The correct ATOL Certificate must be issued based on how the booking is structured.

If a cruise provider includes flights, they act as organiser and issue ATOL protection. If an advisor adds a flight separately, it may be a separate ATOL-protected booking, meaning the cruise and flight are not linked. If combined into an IntelTravel package, IntelTravel becomes the organiser and is responsible for the full booking.

When two or more elements create a package, but there is no flight component, there is no requirement for ATOL protection or an ATOL Certificate. However, this action still falls under the PTRs and consumers are protected by the IntelTravel ABTA Bond in the event of IntelTravel's failure. This is known as a non-licensable package.



An example is as below:



The ATOL Certificate

The ATOL Certificate is the official proof that a booking is protected under the ATOL scheme.

It is issued to the customer when they make a booking for a flight or flight inclusive trip and confirms:

- ❖ What is protected
- ❖ Who is protected
- ❖ Who is providing the protection (ATOL holder)

An ATOL Certificate must be issued at the time the first payment is taken (deposit or full payment), in line with ATOL Regulations.

The certificate should be sent by email or equivalent electronic method as soon as it is issued

The responsibility to ensure the customer receives the certificate sits with the ATOL holder or authorised party (e.g. the advisor once received from Customer Service or preferred partner)

Advisors must ensure that the booking is processed correctly so that the ATOL Certificate can be issued without delay.

For an IntelTravel ATOL booking

- ❖ From the back office after the booking is registered

- ❖ Submit a ticket
- ❖ Ticket Title (Subject) URGENT ATOL CERTIFICATE
- ❖ Ticket Type -Customer Service
- ❖ Customer Service Category- Customer Service UK/ROI

Include the confirmation document. Customer Service will produce the ATOL Certificate and send it to you for you to check and forward to your customer.

What information does the ATOL Certificate include? The ATOL Certificate contains key summary information, not a full itinerary.

Typically, it will include:

- ❖ Lead passenger name
- ❖ Type of booking (Flight Only or Package)
- ❖ Basic travel details (e.g. dates and locations)
- ❖ A summary of the travel services covered
- ❖ The ATOL holder name and ATOL number
- ❖ A unique booking/certificate reference

The level of detail may vary depending on the booking type, but it will always clearly show what is protected and who is responsible.

Who issues the ATOL Certificate?

These may be the same or different (e.g. agent vs organiser), but the certificate will clearly identify:

- ❖ The ATOL holder providing protection is named on the certificate.
- ❖ The issuer shown is the business dealing with the customer.
- ❖ Who is protecting the booking.
- ❖ Why is it important?

The ATOL Certificate:

- ❖ Confirms the booking is financially protected.
- ❖ Explains what happens if the ATOL holder ceases trading.
- ❖ Is required if the customer needs to make a claim or seek assistance.

What should advisors tell customers?

Advisors should always explain:

- ❖ "Your ATOL Certificate shows what parts of your holiday are protected and who is responsible."
- ❖ "If something is not listed on the certificate, it is not ATOL protected."
- ❖ "You should keep this document safe and take a copy when you travel."

Advisor responsibilities

Advisors must:

- ❖ Ensure an ATOL Certificate is issued. (check with Customer Services)
- ❖ Check that it reflects the booking.

Clearly explain:

- ❖ What is protected.
- ❖ Who the ATOL holder is.

Key rule: Never assume a booking is ATOL protected without a valid ATOL Certificate.

Simple way to explain it to customers

"Your ATOL Certificate is your proof of protection. It shows who is responsible for your trip and what parts of your booking are covered if anything goes wrong."

More details on ATOL Certificates can be found on the official CAA website [ATOL Certificate](#)

Recording information

All bookings must be logged in back office immediately. Payment must be collected, as expected by the regulators. Ensure you keep accurate records at all times, with a copy of the ATOL certificate, both in back office and within your own personal filing system.

2.THE BOOKING PROCESS-BEFORE CONFIRMATION

All UK advisors are legally obliged to adopt disciplines within the booking process, as required by the PTRs introduced in 2018.

Pre-Booking quote form

Before a customer makes a booking, the advisor must give clear information about what is being sold, who is responsible for the booking, which terms and conditions apply, and what financial protection is in place. This helps the customer understand the booking before they agree to go ahead.

If the booking is a package sold by a Preferred Partner: the partner will usually provide the package information, booking

conditions, and other documents for their booking. The advisor must still make sure the customer also receives the relevant IntelTravel information that applies to the sale, including IntelTravel terms of business where required.

If the booking is packaged under IntelTravel: the advisor must make sure the customer receives the correct quote and the correct booking terms before the booking is confirmed. If the advisor is using the back-office booking engine, the quote can include the legal information and links that need to be provided, such as privacy information, terms, and passport, visa, and health information.

The advisor must always send the customer the quote and the correct terms and conditions for the booking. This may include supplier terms and conditions, IntelTravel terms of business, or package booking conditions, depending on how the booking is being sold.

If the booking is an IntelTravel package, the customer must receive the package booking conditions before they book. These conditions explain important points such as cancellation terms and other key booking information.

What the customer must be told before they book

Whether the customer is buying a package.

Who is responsible for the booking, for example a Preferred Partner or IntelTravel UK.

What is included in the booking, such as flights, accommodation, dates, locations, and the main travel services.

- ❖ Which terms and conditions apply to the booking.
- ❖ What financial protection applies to the booking.

Package and flight-inclusive package: explain the difference clearly. A package is a combination of travel services sold together as one booking. A package can include flights, or it can be a package without flights.

If the package includes a flight, it is a flight-

inclusive package. The advisor must make clear that ATOL protection applies to the protected parts of that booking and that the customer will receive an ATOL Certificate when payment is taken. The customer should be told to check the certificate carefully because only the items shown on it are ATOL protected.

If the package does not include a flight, the advisor must still explain that the booking has financial protection under the relevant arrangements, but that this is different from ATOL protection.

In simple terms, the customer should understand: what they are buying, who is providing it, which booking terms apply, and what protection is in place before they agree to book.

Advisor checklist

- ❖ Identify whether the booking is a Preferred Partner package or an IntelTravel package.
- ❖ Check whether the package is flight-inclusive or non-flight.
- ❖ Send the quote and the correct terms and conditions before the customer commits to the booking.
- ❖ Explain clearly what is included, who is responsible for the booking, and what protection applies.
- ❖ Keep a clear record on file of what was sent and explained to the customer.
- ❖ Obtain written authority to book through an approved written channel.

3. THE BOOKING PROCESS—AFTER CONFIRMATION

After the booking has been confirmed, the advisor must make sure the customer receives the correct documents and that all records are kept clearly on file. This part of the process must be followed every time.

What must happen after confirmation

As soon as a deposit, balance payment, or any other payment is accepted for a package or a flight-inclusive booking, the customer is entitled to the relevant financial protection. The advisor must make sure the correct confirmation documents are sent without delay.

- ❖ Ensure the customer receives the booking confirmation and payment receipt. You must register the booking in the back office. This must be done for all bookings.
- ❖ Send the correct terms and conditions that apply to the booking, if these have not already been provided in full.
- ❖ For a flight-inclusive booking via a Preferred Partner, they will issue the ATOL Certificate. For an IntelTravel ATOL booking, raise a ticket to Customer Services and make sure the ATOL Certificate is sent as soon as you receive it from Customer Services.
- ❖ Ask the customer to check their documents carefully and keep them safe.
- ❖ Keep clear records on file of what was sent, when it was sent, and any customer authority or communication about the booking.

If the booking is with a Preferred Partner, the partner may send some of the booking documents directly. The advisor must still check that the customer has received the correct documents and that the file notes are complete. If the booking is packaged under IntelTravel, the advisor must make sure the correct confirmation documents and booking terms are sent and recorded.

Advisor checklist

- ❖ Confirm the booking details match what the customer agreed to buy.
- ❖ Send the confirmation, receipt, and any required terms without delay.
- ❖ Register the booking in the back office.
- ❖ For flight-inclusive bookings, make sure the ATOL Certificate is issued.
- ❖ Tell the customer to check all documents and raise any errors straight away.
- ❖ Keep full records and copies on file.

4. TERMINOLOGY/NOTES

You may hear different legal and travel-industry terms when dealing with bookings. The explanations below give a simple meaning of the main terms used in this training manual.

“Licensable product”: a booking covered by the ATOL scheme. This only applies when a flight is included.

“Non-licensable product”: a booking that is not covered by the ATOL scheme because no flight is included. It may still have financial protection under other arrangements.

“Organiser”: the business that puts the package together and is responsible for the package booking, the required documents, and the main legal responsibilities connected to that package.

“Trader”: a general legal term for a travel business involved in the sale. This could be an organiser, a retail agent, a linked travel arrangement facilitator, or a travel service provider.

“Retailer or Retail Agent”: the advisor or agent selling the travel services or package to the customer.

“The Package Travel Regulations 2018”: This is the law that sets out the rules for selling package travel in the UK. In this manual, it is usually referred to as the PTRs.

PTR, Schedule 1: requires clear and easy-to-read information to be given to the customer before they book. This can include important travel information such as health, visa, destination, and travel advice where relevant.

PTR, Schedule 2 & 3: require certain standard information to be given to the customer before they book. This works alongside the other pre-booking information requirements.

PTR, Schedule 5: after booking, the customer must receive the package confirmation and the relevant documents in plain language and in good time

“Linked Travel Arrangement” (LTA): a linked travel arrangement is not the same as a package. It applies when a customer buys at least two different types of travel service for the same trip, but the services are booked separately rather than as one package.

An LTA can happen where the first booking leads the customer to book another travel service separately in a connected sales process, for example through a linked booking path or a targeted invitation to book another service. Because the services are booked separately, an LTA does not have the same protection as a package. LTAs remain within the PTRs until April 2027, when they are expected to be removed in the next amendment. Advisors should understand the difference while LTAs still apply, but if there is any doubt, follow current internal guidance and check with the back office.

If in doubt, always refer to your back office for detailed guidance relating to ATOL and the PTRs. Check the UK webinar content via www.inteletravel.uk

Useful Links:

Refer to Foreign and Commonwealth Office (FCO) for travel destination information.
<https://www.gov.uk/foreign-travel-advice>

Refer to embassies of chosen destination for visa and passport minimum requirements.
Also **<https://travelaware.campaign.gov.uk/>**

Refer to Travel Health Pro for any medical/vaccination requirements for the chosen destination.
<https://travelhealthpro.org.uk/>

Know Your Phonetical Alphabet

A	Alpha	N	November
B	Beta	O	Oscar
C	Charley	P	Papa
D	Delta	Q	Quebec
E	Echo	R	Romero
F	Foxtrot	S	Sierra
G	Gulf	T	Tango
H	Hotel	U	Uniform
I	India	V	Victor
J	Juliet	W	Whiskey
K	Kilo	X	X-ray
L	Lima	Y	Yankee
M	Mike	Z	Zulu

Marketing Marketing compliance is essential to protecting our company, our reputation, our supplier relationships, and ultimately your commissions and the future of your business.

These rules are designed to ensure that all activity is clear, accurate, and aligned with industry and advertising standards.

Your Role

You are:

- ❖ An Independent Travel Agent or
- ❖ Independent Travel Advisor

You are not:

A representative. A member. A director. A broker. A "team" or part of a "team"

- ❖ Using incorrect titles creates confusion for customers and suppliers, and is not permitted.

How to Refer to Your Business

- ❖ The terms **Agent** or **Advisor** must only be used in connection with **InteleTravel**
- ❖ Even if you hold another role elsewhere, when referring to this business:
 - ❖ You are an **Independent Travel Agent/Advisor only**
- ❖ This ensures clarity and maintains trust across the travel industry

Do Not Misrepresent the Business

- ❖ This is **not a "program"**
- ❖ It is an opportunity to run your own **independent travel business**
- ❖ All descriptions must be **accurate, clear, and not misleading**

Never Mix Businesses - The Golden Rule

Your travel business must always remain **separate and clearly defined**.

Strict Rules

- ❖ Never promote, reference, or mention **any other business, product, or opportunity**
- ❖ This applies to:
 - ❖ Social media posts
 - ❖ Conversations
 - ❖ Marketing materials
 - ❖ Supplier interactions

Travel Content Must Stay Travel-Focused

- ❖ All travel-related posts must be **only about selling travel**
- ❖ You may:
 - ❖ Reference **InteleTravel**
 - ❖ Reference **approved partners**
- ❖ You must not:
 - ❖ Combine travel with any other offer, product, or income opportunity

Industry Conduct

When speaking with suppliers or partners:

- ❖ You must represent only your travel business
- ❖ Discussing other businesses is strictly prohibited

Correct Selling Points - Income First

Promoting the wrong message harms:

- ❖ Prospective agents
- ❖ Our brand
- ❖ Our supplier relationships
- ❖ The wider travel industry

Your Marketing Purpose

All public-facing activity must have one clear purpose:

To sell travel to customers

You are **not marketing an opportunity to become an agent**.

What You Should Promote

Your content must:

- ❖ Focus on travel products and services
- ❖ Highlight destinations, experiences, and offers
- ❖ Be aimed at customers who want to book travel

What You Must NOT Promote

You must not market or promote:

- ❖ Becoming an agent / joining / signing up
- ❖ Recruitment messaging of any kind
- ❖ Personal travel benefits or discounts
- ❖ FAM trips or incentives
- ❖ Tax benefits
- ❖ Lifestyle claims (e.g. "travel the world", "work anywhere")

These are **not sellable travel products** and must not be used in marketing.

Core Rule

If it cannot be sold as travel to a customer, it must not be marketed.

Income & Earnings – Accuracy Required

How Income Works

- ❖ Income is earned through commission
- ❖ Commission comes from selling travel products to customers
- ❖ Earnings depend on activity and performance

What You Must NOT Say

You must never say or imply:

- ❖ "Get paid to travel"
- ❖ "Make money while you travel"
- ❖ "Turn your holidays into income"
- ❖ These statements are misleading and non-compliant.

Correct Positioning

"You earn commission from selling travel to customers."

Important Clarification

- ❖ You do not earn from personal travel
- ❖ You do not get paid to travel
- ❖ Personal use and perks are not income

Agent Benefits & Perks – Strict Limits

Some benefits may exist, but they are secondary, conditional, and not guaranteed.

FAM Trips & Agent Rates

Provided at the discretion of suppliers

Intended for:

- ❖ Education
- ❖ Product knowledge
- ❖ Supporting your ability to sell

Not:

- ❖ A benefit you can promote publicly
- ❖ A reason to join or market the business

Tax Benefits

Any reference to tax benefits is strictly prohibited

You must never be seen as providing financial or tax advice

Compliance Rule

Using perks, savings, or incentives as a primary marketing message is a violation of policy.

Advertising Standards & Compliance Principles

All communication must follow core advertising principles:

- ❖ Be Clear and Not Misleading
- ❖ Do not create false impressions
- ❖ Do not exaggerate
- ❖ Do not blur the lines

Be Accurate

- ❖ Represent the business truthfully
- ❖ Clearly explain
- ❖ Avoid vague or exaggerated advertising

Be Transparent

The commercial purpose must be clear:

- ❖ You are selling travel to customers

Simple Test

If your message could lead someone to believe:

- ❖ They are being paid to travel, or
- ❖ The opportunity is primarily about perks

It is misleading and must not be used

In Print, and Online

The easiest way to be compliant is to use the tools and materials provided for you.

- ❖ Use materials from the InteleTravel print shop. No need to get your business cards approved, because the designs provided are pre-approved.
- ❖ Share client offers we post on Facebook and Instagram. Share/Remix inspirational travel quotes, deals and travel tips that we upload to TikTok and Instagram. (@inteletravel)
- ❖ Use materials provided by our preferred partners. They produce a large amount of beautifully designed materials, ready for you to use.

Creating Your Own Marketing Materials

If you want to create your own marketing materials, whether in print, or online, per your Independent Agent agreement, they must be submitted for a mandatory marketing review prior to use.

This includes business cards, flyers that promote your business, any website you create yourself, and any online marketing materials.

To submit your created materials for a mandatory marketing review, send an email to compliance@inteletravel.com, and include applicable images and/or the url to any website you have created.

- ❖ You must use only the IntelTravel independent agent logos provided to you in your back office, without any modifications. You must submit for approval any time you use this logo, and somewhere on your marketing materials, you must indicate that you are an independent travel agent.
- ❖ No other logos may appear with the IntelTravel logo. No industry identifiers such as ARC or IATA numbers or logos may appear on your marketing materials. No reproducing these agencies trademarked identification cards or certificates. (Advisors may use ABTA and CLIA providing they hold membership) ATOL references can only be made when marketing specific ATOL protected products.
- ❖ Upon joining you may receive a standard letter with information regarding back-office access. Please note the names IATA /ARC and IATAN are USA-backed programmes and have a different meaning in the USA, so bears no relevant to the UK. (Advisors may use these credentials when making personal bookings at hotels if requested, but use of logos is not permitted).

Final Rule

You are a travel seller, not an opportunity promoter.

If it doesn't clearly sell travel to a customer, do not market it.

In Person and Online

- ❖ Private Facebook groups and pages are not permitted without a moderator/ambassador. Any advisor found hosting a private group or page that talks about IntelTravel partners or product in any way, will be required to invite an executive or Ambassador to moderate. Any page that does not have an IntelTravel executive or an IntelTravel certified Ambassador as an admin/moderator will result in action or risk of cancellation.
- ❖ You are not authorized to conduct any training, (including online) unless you are an authorized IntelTravel Ambassador.
- ❖ When publishing travel deals, be sure to include all Supplier notes/disclaimers/seller of travel info and all other information mentioned in offer. You may use supplier images, if allowed.

- ❖ Please note that Disney has special rules & requirements. Please complete Disney training and follow all their rules. IntelTravel does not provide marketing approvals for Disney.
- ❖ ALL images are automatically copyrighted by the creator. Only use images that you have legal permission to use. You are responsible for ensuring you have the legal right to use images and read any terms of use. Be aware the term used for use of "free images" are considered as commercial use when applied to social media or advertising and promotion.
- ❖ Absolutely NO Advisor may hold an event training on IntelTravel product UNLESS an approved IntelTravel Ambassador is present and conducting the training. Advisors should NOT attend any "private group" training unless it is conducted by an IntelTravel staff member or an approved IntelTravel trained Ambassador.

IntelTravel Name and Logo

- ❖ Using the IntelTravel trademarked company name in a social media account name, group name or url, email address, or website domain is strictly prohibited. This includes FB, TikTok, Instagram, YouTube or any other social media, content creation site or site where you market yourself.

There cannot be any confusion as to the fact that you are an Independent Travel agent, not an employee or representative of IntelTravel. IntelTravel continuously monitors social media channels to ensure compliance.

When Using ABTA/ATOL Logos:

- ❖ Must be ONLY the logos provided in your back office, that include our industry identifier.
- ❖ ATOL reference can only be made when marketing specific ATOL protected products.
- ❖ Must include the following statement:

"YOUR NAME is an independent travel advisor under IntelTravel UK, ABTA member P7384. IntelTravel UK are appointed agents for our ATOL-protected partners".

- ❖ Any ATOL wording must clearly state who provides financial protection. In limited-space formats, #atolprotected may be used where appropriate.

When selling a Preferred Partner booking, agents must always act as an agent and never present themselves as the ATOL holder – therefore use the Supplier ATOL Number

On websites

If you are showing a mixture of travel products, you must include this Website / Flyer / Marketing PDF footer:

"Some of the flights and flight-inclusive holidays on this website are financially protected by the ATOL scheme. But ATOL protection does not apply to all holiday and travel services listed on this website. This website will provide you with information on the protection that applies in the case of each holiday and travel service offered before you make your booking. If you do not receive an ATOL Certificate, then the booking will not be ATOL protected. If you do receive an ATOL Certificate but all the parts of your trip are not listed on it, those parts will not be ATOL protected. Please see our booking conditions for information, or for more information about financial protection and the ATOL Certificate go to: www.caa.co.uk"

In Person

- ❖ Absolutely NO Advisor may hold an event training on IntelTravel product UNLESS a certified IntelTravel Ambassador is present and conducting the training. Advisors should NOT attend a training unless it is conducted by an IntelTravel staff member or a sanctioned IntelTravel trained Ambassador.
 - ❖ Home Travel Parties – must be approved and must conform to rules within the agent manual. Content must ONLY be IntelTravel.
- ❖ IntelTravel suppliers or any third party represented at these live events must ALWAYS be approved prior to advertising.
- ❖ Events must always be FREE and receive prior approval. Lock-Ins or Special Events may have a fee for rental space or associated costs but no agent may charge for training.
- ❖ UK laws prevent advisors charging for prize draws or lottery prizes.

Words Matter

- ❖ Professionalism and kindness are key success factors in this business. Your words cannot be taken back.
- ❖ Everything you say must be accurate.
- ❖ Respect your fellow agents, partners, Ambassadors, group admins and IntelTravel staff.
- ❖ Issues should be addressed with IntelTravel ONLY. NEVER say anything negative about a partner online, or in public. Never complain or make demands to a partner.

See Something - Say Something

Marketing Compliance rules are in place to protect all of us. Report Compliance violations to compliance@inteletravel.com



IntelTravel

ph. 561.272.9666

fax 561.272.0813

web Inteltravel.uk

Inteltravel.uk

CustomerService@Inteltravel.uk

25 Cabot Square, 11:87

Canary Wharf, London E14 4QZ

Registration No. 10983417