

Introducing Service Fees to Your Clients

Sample Letter

Dear Customer:

[Travel Agency Name] values your business and is committed to meeting all your travel needs. We take pride in your selecting us to serve as your objective travel consultant. It is our ongoing mission to sort through the vast options to find you the best prices and best value for your airline tickets, car rentals, hotel accommodations, and all your other travel needs. It is our pleasure to handle every step of the travel transaction for you, saving you from the hassles, uncertainty, and inconvenience of having to do it on your own.

Until a few years ago, a substantial portion of our revenues came from commissions paid by airlines for the sale of their tickets. This compensation allowed us to cover costs, thus enabling us to offer our services to you free of charge. The airlines have now cut commissions to levels below costs.

The airlines want to create an environment where you are forced to call them directly for your ticket. By doing so, you forfeit your ability to receive unbiased advice and information on available fares and routings from competing airlines. Consumer studies show that you will most likely pay more for air transportation when going direct to the airlines than you would had you purchased your ticket through a travel agent. But rest assured, we have no intention of leaving you in the airlines' clutches. You can rely on us to continue performing all of the services the airlines would like to deny you.

Out of necessity, the airlines' actions have forced us to begin charging fees. We are confident that when you weigh this fee against all the services we provide, you will recognize that we are still, far and away, the best deal around.

Thank you for your continued support. We look forward to serving you, and making all your travel purchases hassle-free, for many years to come.

Sincerely,

SERVICE FEES

The following service fees may be applied in addition to the purchase of air, sea or land transportation services and vacation packages.

Consultation Fee: \$_____per hour. This fee may be applicable towards the purchase of any travel products.

Standard Airline ticket issuance/re-issues: \$_____per document transaction. Standard tickets are considered 4 segments or less. Itinerary with more than 4 segments will be charged at a rate of \$_____per segment (or leg).

Long Distance and Fax Calls: Billed at \$_____per minute.

Express Mail Service: One day \$_____. Two day \$_____(max. 2 lbs.) Applicable rates will be charged for shipments over 2 pounds.

Modification/Change Fees of client accepted itinerary: \$_____per person. Max 4 segments. Over 4 segments constitutes a fee of \$_____per segment per person.

Cancellation Fees: Administrative fee of \$_____per person assessed for any cancellation. Cancellation received from _____days from departure will be \$_____and _____days from departure will be \$_____.

Processing of tourist cards/visas, travel vouchers, coupons, etc: A service fee of \$_____per person.