


Gemini Notebook



# We sell the experience. We manage the economics.

To transition from a novice travel lover to a USAEV Certified Travel Advisor Apprentice, you must master the unseen architecture of the booking.

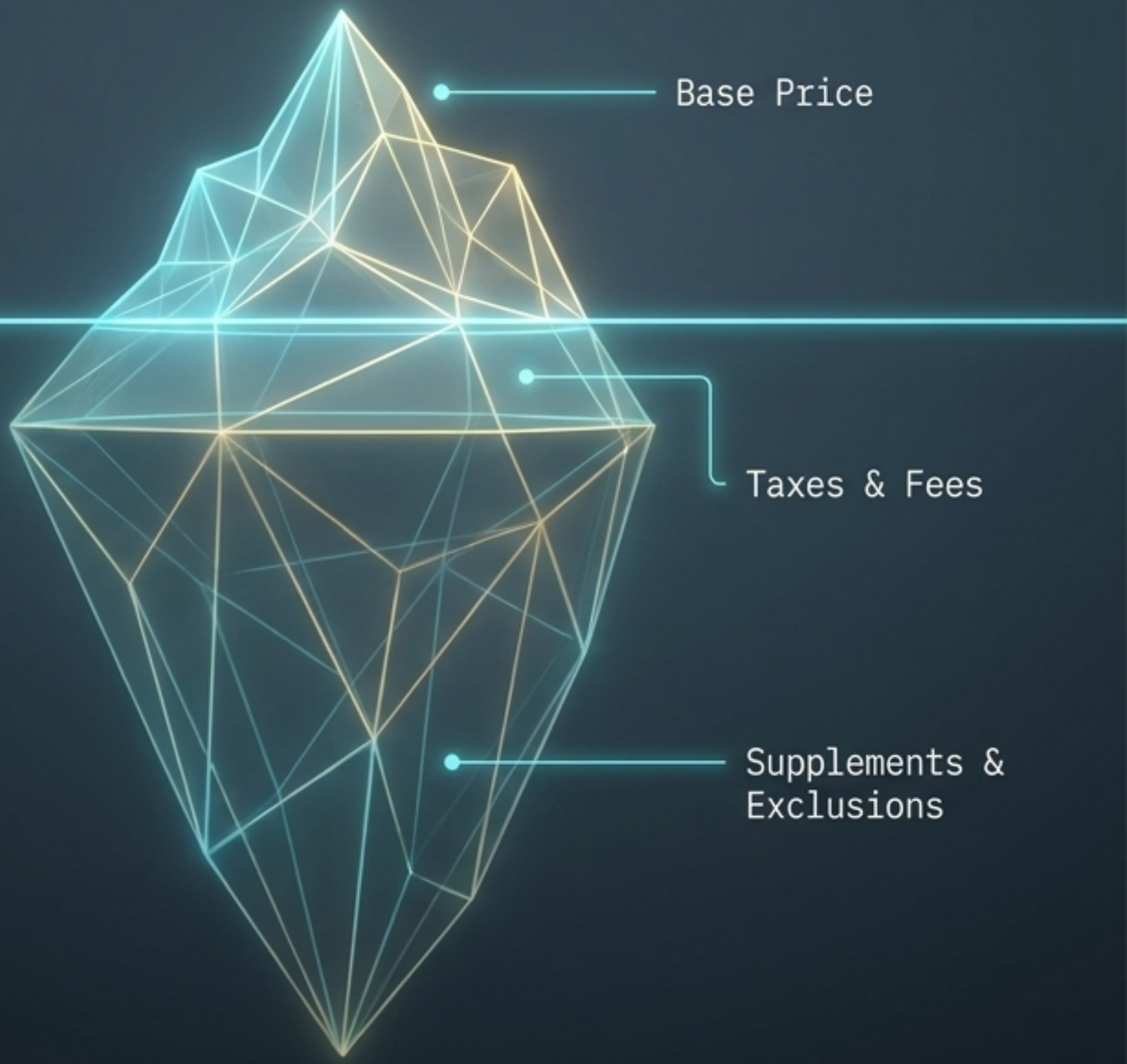
You are no longer just planning trips; you are architecting profitable, compliant, and transparent transactions.

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# Deconstructing the Quote

The Base Price is rarely the final cost. Advisors must navigate and transparently present the full anatomy of the price to the client.

What sits below the surface determines the true financial footprint of the transaction.




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# Defining the Boundary: Inclusions vs. Exclusions

Boundary of the Quote



[X]

[X]

[X]

[X]

[X]

## Inside the Quote (Inclusions)

Room category, meal plans, secured transfers.

## Outside the Quote (Exclusions)

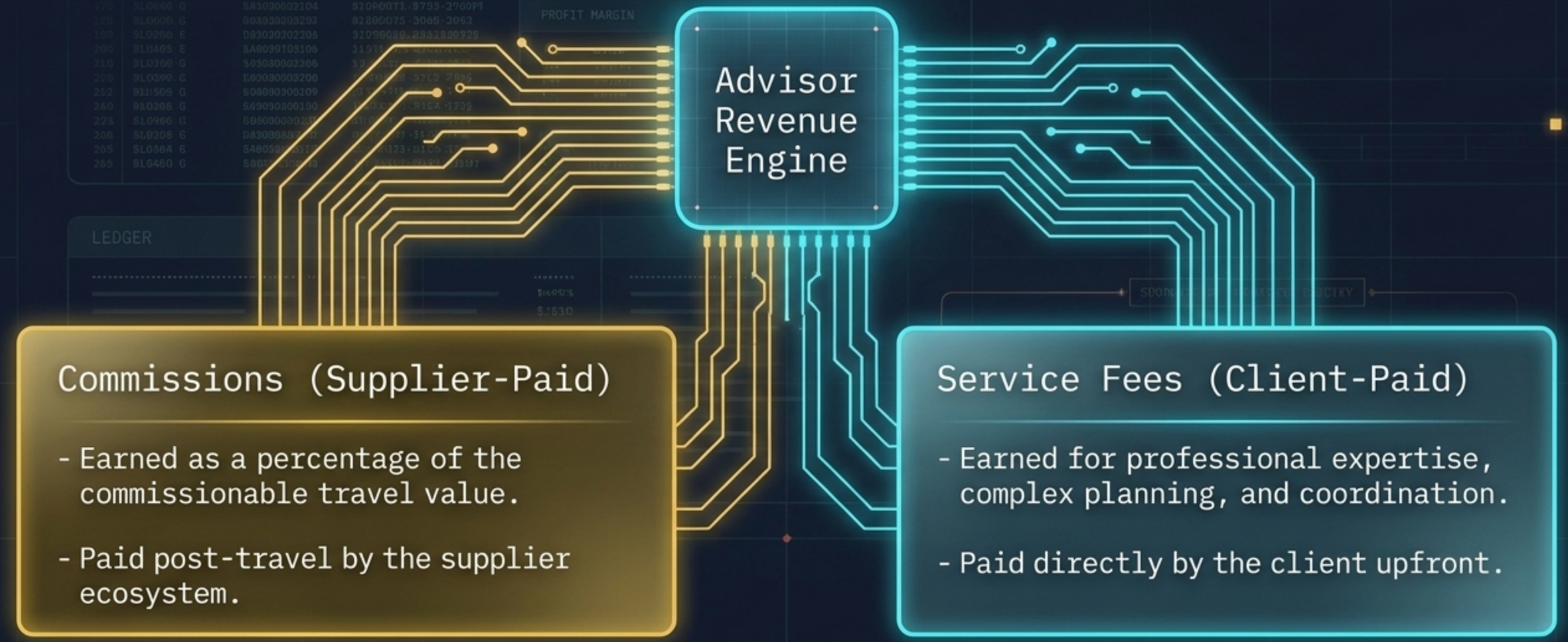
Resort fees, gratuities, optional excursions, travel protection.




**Clarity is your greatest sales tool. Ambiguity is your greatest risk.**

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# How USAEV Advisors Generate Revenue




## Commissions (Supplier-Paid)

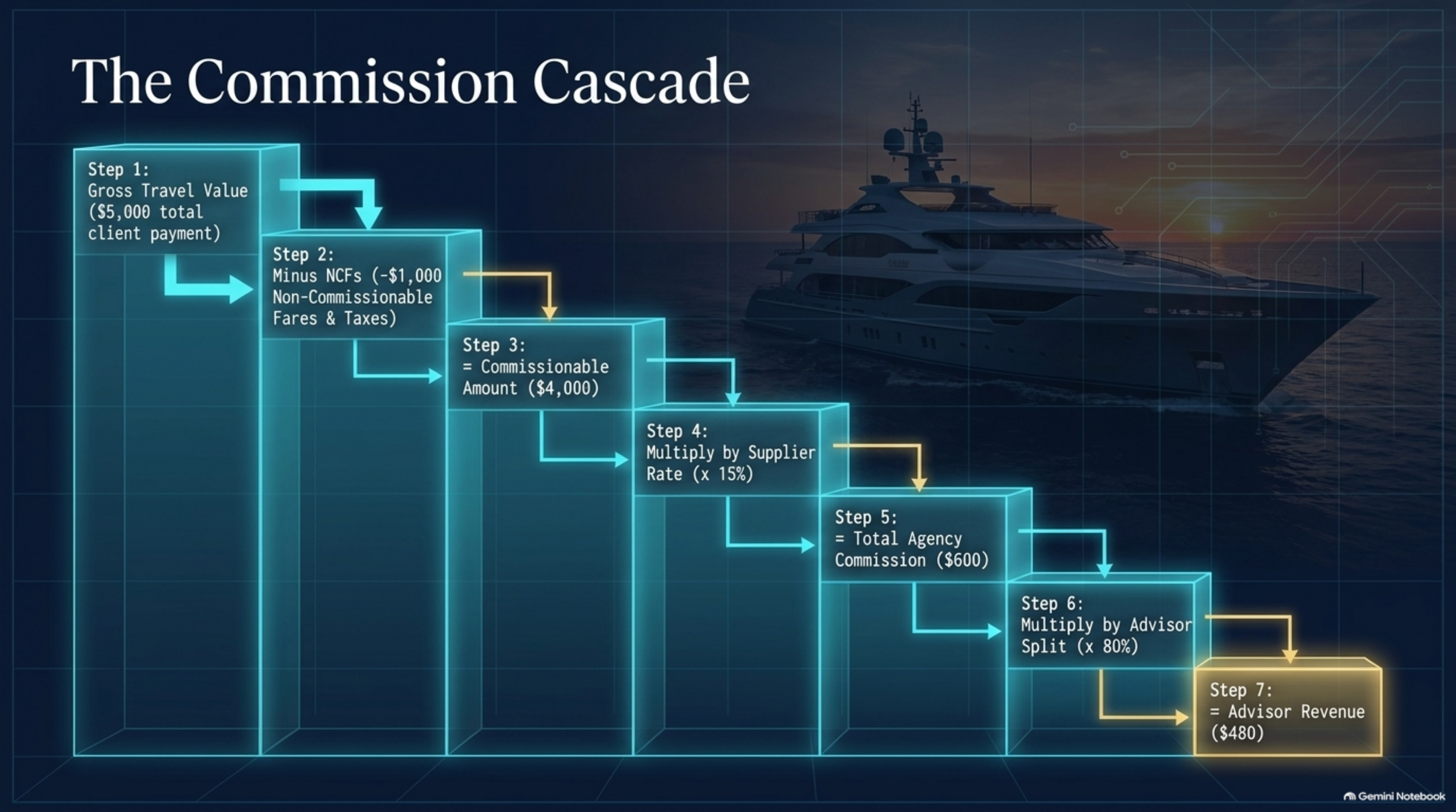
- Earned as a percentage of the commissionable travel value.
- Paid post-travel by the supplier ecosystem.

## Service Fees (Client-Paid)

- Earned for professional expertise, complex planning, and coordination.
- Paid directly by the client upfront.

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# The Commission Cascade




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# The Mechanics of Service Fees

## Expertise, Not Markup

Used strictly to compensate for professional time, complex itinerary planning, and coordination. They are never a hidden markup on a supplier product.

## Compliance First

Service fees are governed by strict company policy and state seller-of-travel laws. Always verify state-specific requirements before authorizing a selling activity.



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# Revenue Diagnostics: Commissions vs. Service Fees

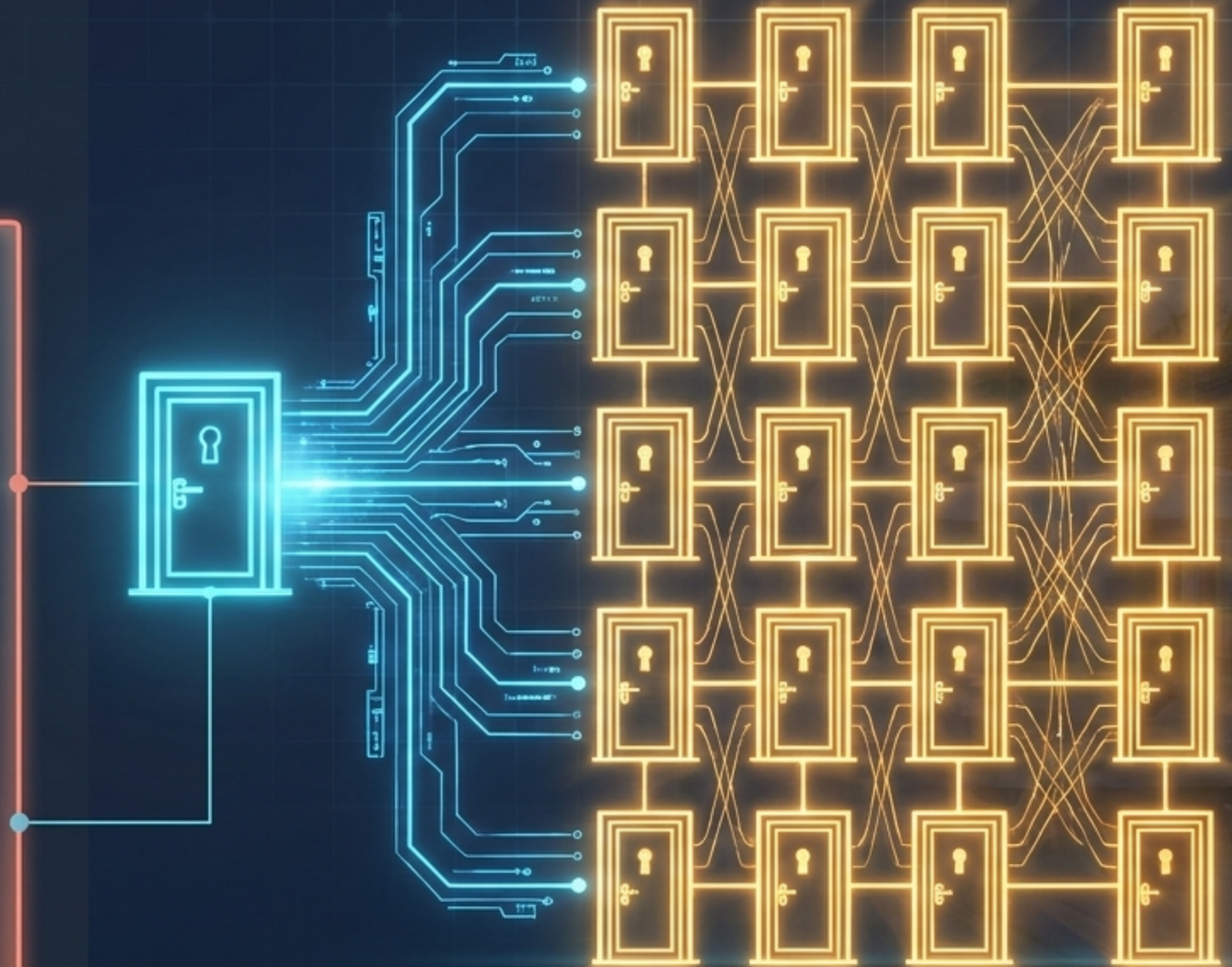
| | Commissions | Service Fees |
|---|---|---|
| Source of Funds | Paid by Suppliers | Paid by Clients |
| Payment Timing | Paid post-travel | Paid upfront (usually prior to research/booking) |
| Regulatory Bounds | Governed by USAEV & Supplier contracts | Governed by local Seller-of-of-Travel and state laws |
| Refundability | Recalled if client cancels | Generally non-refundable if professional work was delivered |

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# Scaling Up: Group Travel Economics

Moving from individual transactions to organizational sales (corporate retreats, faith groups, sports teams, esports tournaments).

Key Variables: Room blocks, specialized deposits, and the financial power of organizational scale.

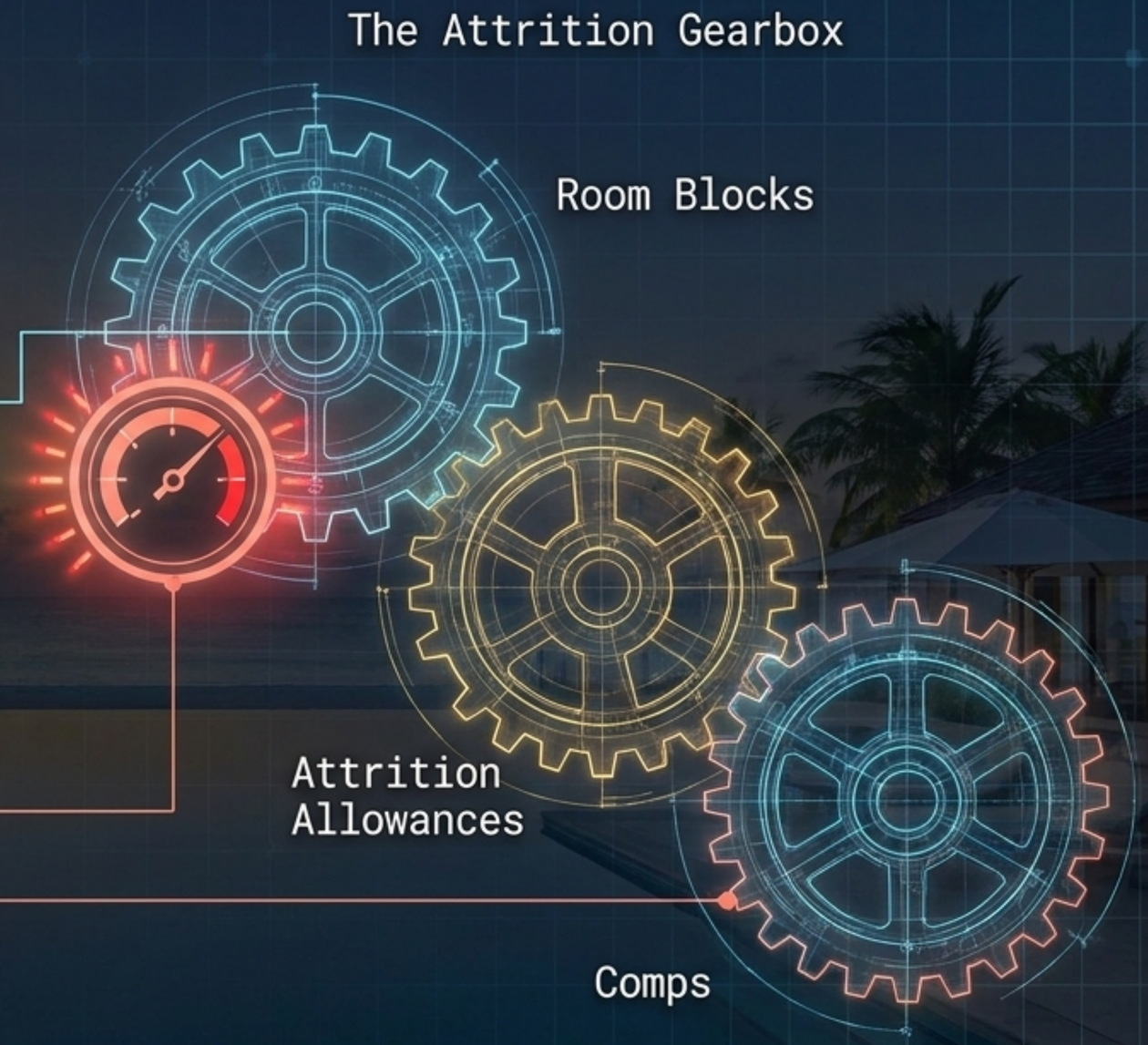


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# The Group Profit & Risk Balance

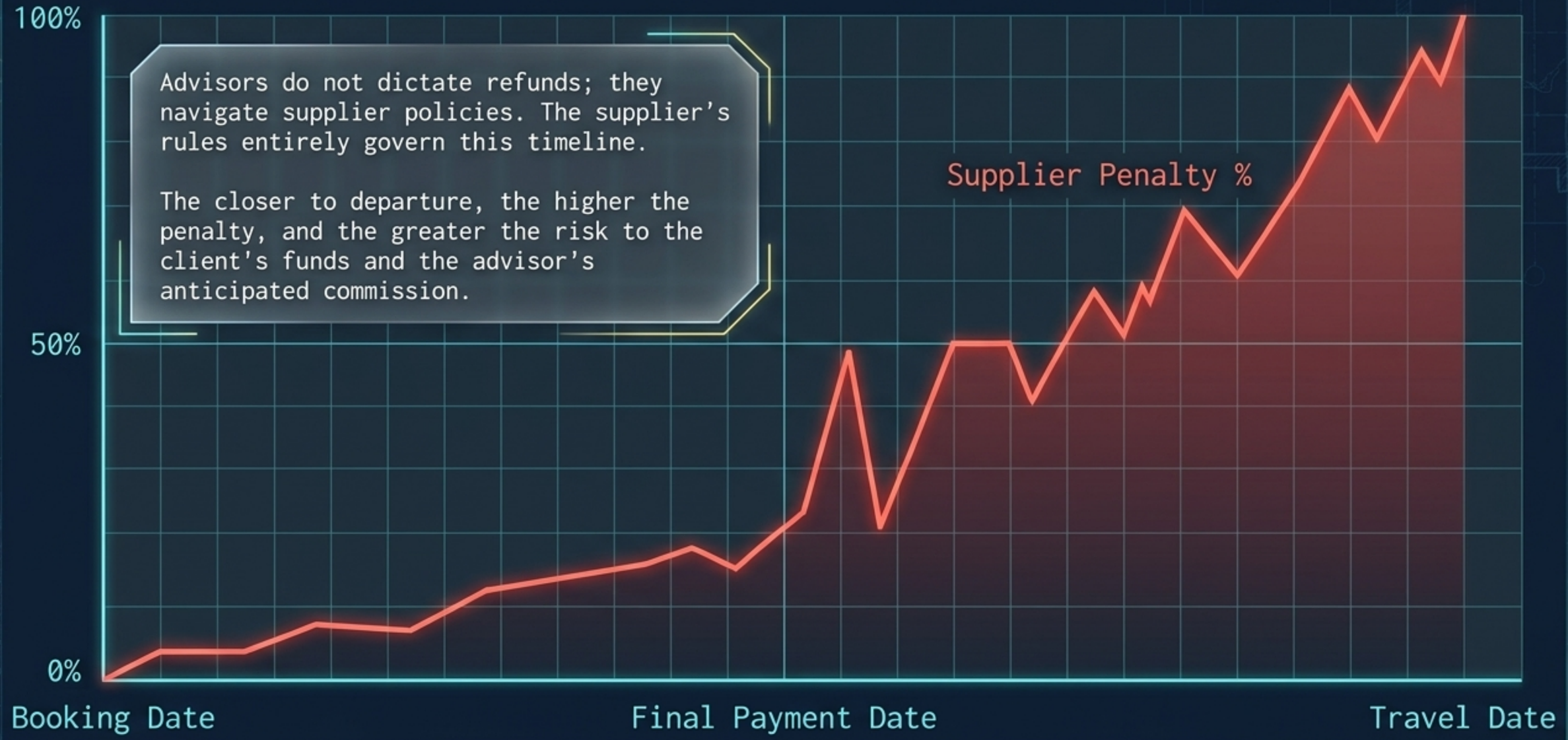
**The Mechanism:**
Group contracts lock in inventory but carry strict performance clauses.

**The Risk:**
Falling below a room block's attrition threshold doesn't just incur financial penalties. It actively strips away Tour Conductor (TC) comps, fundamentally altering the organizer's economics and the agency's profitability.




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# The Timeline of Risk (Cancellations & Refunds)




Advisors do not dictate refunds; they navigate supplier policies. The supplier's rules entirely govern this timeline.

The closer to departure, the higher the penalty, and the greater the risk to the client's funds and the advisor's anticipated commission.

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# Protect the Booking
# Document. Disclose. Protect.

**Requirement:**

Supplier terms, cancellation exposure dates, deposit structures, and travel protection boundaries must be formally documented and acknowledged by the client BEFORE a booking is authorized.

**Constraint:**

Explain insurance only within authorized scope using approved materials.




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The Golden Rule of Travel Economics

# “Never represent unearned or uncertain income as guaranteed.

Whether it is an anticipated commission split, a group comp, or a potential client refund–if the supplier has not paid it, or the travel has not successfully occurred, it is not guaranteed.

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# Day 5 Assessment & Practical Lab

## Your Turn: The Economics Lab

- [ ] Calculate 10 distinct commission and NCF examples.
- [ ] Build a client-facing quote with clearly separated inclusions and exclusions.
- [ ] Create a complete cancellation and refund timeline.
- [ ] Use SI to audit your quote for ambiguous wording (Verify facts and retain human responsibility).



**Next Gate:** Complete the Foundations Exam (Minimum 85% required).

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