

*Butterfield & Robinson designs and runs the world's most immersive, inspiring, and unforgettable journeys. Crafted from the finest ingredients (exceptional lodgings, incomparable insider access, stellar food and wine and more than 50 years of experience), B&R trips combine adventure with unparalleled cultural immersion in the world's greatest destinations.*

### **Our Expertise**

*Incomparable Service* | From the first phone call to the final nostalgic photo swap, we anticipate and answer each and every question you might have before, during and after your trip.

*Impeccable Guides* | An exceptional group: consummate hosts, mind readers and raconteurs, among many other things. Think teachers, painters, travel writers, architects, botanists and biologists. The only documents thicker than their CVs are their passports.

*Talented Team of Experience Designers* | The best in the world at what they do—and what they do is turn fantasies into reality.

*Amazing Activities* | We promise nothing short of spectacular meticulously planned activities and life experiences.

*Curated Hotels* | A hallmark of B&R; we go to great lengths to find properties that are unique expressions of the region.

### **What You Can Expect From B&R**

- A dedicated Experience Designer and Travel Coordinator for each Bespoke booking.
- Prompt communication and replies via telephone and email to any queries you may have. You will also be able to book a pre-set phone call with your Experience Designer via Calendly.
- Electronic Confirmation documents sent via email after your travellers have made their deposits. *Note that B&R has an electronic portal where we ask our travellers to provide us with their pre-trip information after their booking. These invites are typically sent directly to our travellers however if you would prefer to provide us with information on their behalf, we can send paper Traveller Information Forms & Waivers directly to you and not use the online portal for your bookings.*
- Final Electronic documents sent via email approximately 30 days prior to departure.
- A fun swag package delivered directly to your clients approximately 30 days prior to their departure. Please be advised that it does not contain any trip specific information and does not direct your clients to contact B&R. In fact, it includes only your contact information in the letter. We send it directly to your clients make it easier for you. All other trip related information will be sent directly to you.
- Commission paid by EFT within two weeks of the B&R trip end date.

### **Your Role In Helping Your Clients Prepare For Their Trip**

- Bring your valued clients to B&R to organize their Bespoke trip.

- Be the liaison between your client and the B&R Experience Designer.
- Collect a Trip Development Fee from your client to begin the planning process.
- If requested, be available for a scheduled conference call with the Experience Designer and your client.
- Book your client's pre and post trip hotel accommodations.
- Coordinate booking of air and rail that corresponds with the trip pick up and drop off times and dates.
- Collect per person deposit payments from your clients in order to confirm the trip.
- Forward the Booking Confirmation and Final Documents emails to your clients in a timely manner after you have received them from B&R.
- Ensure that your clients login to MyB&R to provide us with their pre-trip information 14 days after booking (or ensure they complete the Traveller Information Forms & Waivers that we will send to you).
- Ensure B&R receives all final payments by mandated deadlines.
- Ensure that your clients have read and understand B&R's cancellation terms and insurance options. Should your travellers decline B&R's optional insurance, please share with us the details of the policy they purchased through your agency.
- Ensure that B&R's Acknowledgement of Risk, Release & Indemnity is reviewed and signed in advance of the trip by your clients.

### **Butterfield & Robinson Commission Structure**

- B&R pays a 10% commission to all travel agents who collaborate with us on Bespoke trips. Travel Agents who are part of our B&R Insiders program receive 11% commission.
- If your clients reach out to B&R directly to organize their trip, we will check our records to be sure that we know their history of having their booking supported by you.
- If your clients are new to B&R, they must alert their Experience Designer to their desire to collaborate with you on their Bespoke trip prior to us pricing the trip and presenting it for approval. As a rule of thumb, while we are happy to work with you directly on behalf of your clients at any stage in the process, after the pricing is presented for a planned Bespoke trip, we are unable to offer you commission.
- On occasions where large groups are planning a Bespoke trip (ex: four couples paying individually), B&R will honor commission for each booking that is directly facilitated by you.
- The Director of Business Administration approves commissions the week your clients' trip departs and will be paid by EFT. We will be in touch with you via e mail the week before the payment is issued to confirm your agency banking details and the amount of commission that you are set to receive.
- B&R requires a valid IATA or CLIA number or TRUE Code in order to approve commissions.
- Should you decide to join a B&R trip as a traveller, we would be pleased to offer you a 15% discount on the cost of your individual trip.

### **Net Commission**

Upon request, Butterfield & Robinson may offer a Net Commission to you on our Bespoke trips. Please see below for our terms and process for working on such a basis.

- 1) B&R presents net pricing for your client's private trip, meaning that it excludes any commission in the price.
- 2) All payments must now be made using your travel agency's credit card, check or wire transfer. B&R will not accept payment from your client.
- 3) Butterfield & Robinson will present an itinerary that does not include pricing and send it with an Agency Copy NET PRICING invoice. We will not be able to send a copy of the invoice to your travellers as it will only communicate the NET price.\*

- 4) Final payment must be made by sending B&R net payment with a travel agency credit card, check or wire transfer. \*\*

*\*Based on standards & legislation set out by the Travel Industry Council of Ontario, in instances where net pricing is preferred, B&R may only present invoices that present those net rates. We are unable to create manual invoices including your commission. Should your travellers request invoices directly from B&R, we must revert to the standard commission structure that has been established with your specific agency.*

*\*\*B&R typically offers insurance to our travellers. Since our insurance products are based on a percentage of the trip price, we are only able to offer coverage on the net amount paid to us via your agency.*

### **Non-Commissionable Services**

Certain services on B&R bookings are non-commissionable and as such, the commission payment you receive will not include a percentage on these invoiced items:

- Single Supplements
- E-Bike upgrades
- Room Upgrades
- Pre/Post Hotel Reservations (arranged through a B&R room block or our Door-to-Door department)
- Pre/Post Transfers (arranged through B&R directly or our Door-to-Door department)
- Insurance purchased on behalf of your travellers through B&R's preferred partner, Cavalry Elite Travel Insurance

Due to the nature of Bespoke trips, there are sometimes aspects organized by our Experience Designers that come with a bigger price tag – examples include a villa, yacht etc. We will do our best to alert you to the commission structure of these trip elements at the itinerary design process, as some might be excluded from the 10% or 11% we are offering for your collaboration on the booking.

### **Bespoke Travel Agreement – The Process**

When you enquire about crafting a tailor-made trip with Butterfield & Robinson on behalf of your clients, we commit ourselves to you and building a relationship that we hope will see your clients travelling with us time after time.

#### **STEP ONE**

##### *The Initial Conversation*

When you first call our Bespoke Travel Department, a member of our team will explain how we work and ask some initial questions such as where and when your clients wish to travel and the type of trip they have in mind. For example, a biking-focused exploration of Europe, a family-friendly trip to Costa Rica, an extended journey through Asia or a singular stay at one of Africa's finest safari lodges. They will also ask if the trip is celebrating a milestone moment such as a honeymoon, graduation, retirement, or an anniversary. We will check our records to be sure that we have the correct details on file for you and your agency.

##### *Our Experience Designers*

This brief will be passed along to your dedicated Experience Designer who will transform your clients dream travel idea into reality. Our Experience Designers have decades-worth of knowledge planning travel in their specialist regions. They have spent years on the ground living and breathing their destinations, researching and familiarizing themselves with new properties and activities, meeting local insiders, sourcing specialist guides and digging through the

quagmire of mediocrity. They take the stress out of travel planning to ensure a seamless experience both pre-trip and on-trip and will open your clients up to unique experiences and insider access that you simply can't book online. The result is an encyclopedic black book of contacts and a level of professionalism which has taken a lifetime of travel passion to achieve.

## **STEP TWO**

### *The Detailed Brief*

Once you have been introduced to your clients Experience Designer, you will receive an email from them asking to setup a time for a more detailed call. We consider a phone call a far more productive way to start building the relationship with you. If you would prefer, we can offer this service over video call to add a human connection to the relationship or we can liaise over email. We highly recommend including your clients in this call so that we are all on the same page with regards to the finer details of the itinerary design process.

At this stage, we'll delve deeper into your client's trip expectations and requirements. We will share our knowledge of the destination they wish to visit, covering the variety of regions within a country, the activities and local experiences, the accommodation choices and how long to stay in each place. We will also ask more about your client's travel history, such as what has gone well and what has gone wrong on previous trips, to ensure they are not faced with the same frustrations. We'll also ask if your clients have a budget in mind or the level of luxury they are expecting from the trip to ensure this is in line with what we can provide.

With this information, our Experience Designers will present the brief of your clients proposed trip. This will be an emailed brief version of how the trip will take shape and a note on what you will be doing each day. We will suggest a hotel or two in each region along with some key tidbits such as altitude, weather, difficulty rating of any hiking and biking. It may also be possible to provide a ballpark figure depending on the complexity of your trip. However, a firm price is often not possible until the Third Stage.

## **STEP THREE**

### *The Bespoke Itinerary & Trip Development Fee*

After receiving your feedback of the trip sketch, we hope that the conversations and information you have received provides you with the confidence to engage us and inspire your clients to travel with Butterfield & Robinson.

- At this point, to progress your trip, we kindly request payment of a non-refundable Trip Development Fee which is \$1,000. Note that this is paid by the group organizer, and not by each traveller.
- The non-refundable Trip Development Fee covers the time, expertise, research and professional service provided by our Experience Designers in creating a truly customized private trip.
- Note: the Trip Development Fee is applied to the final balance of the trip.
- From this point onwards, we will be connecting with our partners on the ground – the hotels, the transport and logistics companies, specific guides and experience suppliers – all of whom will be engaged in stitching together your client's trip. In most cases, options are held on accommodations, guides are placed on standby and we present you with a firm quotation together with a fully detailed digital itinerary via our Bespoke online platform.

There may be special situations where an additional non-refundable Trip Development Fee will



be requested at the discretion of Butterfield & Robinson.

## **STEP FOUR**

### *Trip Confirmation*

At this point, your clients will be asked to commit to the Bespoke itinerary we have created. A per person trip deposit is requested and all arrangements will be finalized. Once confirmed, we will send you a finalized itinerary to be forwarded to your clients – it will include further information to help them prepare for their travels. Their final balance is then due 95 days prior to departure (note: this date may be adjusted based on the nature of the trip being organized). We will also begin to ask for more personal information from all travellers (bike choice, dietary restrictions, flight details etc.). This can be organized in the form of our online platform (sent directly to your clients) or through Traveller Information Forms that you will distribute to your clients on our behalf. Note that the information is required back in B&R's hands 14 days after receipt.

## **STEP FIVE**

### *Final Preparations & Departure*

The very nature of Bespoke travel requires continuous engagement, checking in with suppliers and local partners, and so we expect minor tweaks to continue right up until your clients depart. While on trip, you can feel reassured that your clients will have 24/7 access to our in-country partners as well as an emergency number connecting them to our Head Office. We want your clients to feel supported on-trip and to relax in the knowledge there are people who care about their travel experience and are there to help should the need arise. Upon their return home, we'd love to connect directly with them to hear about their trip experience and hope this serves as an impetus for their next adventure. A post-trip evaluation will be sent directly to your travellers to solicit their feedback on the trip.

## **The Fine Print**

The trip price is based on the number of participants in your client's and their itinerary details. Any changes to the size of the group or the content of the itinerary will alter the trip price for each participant.

During these uncertain times, please review our COVID-19 policies and cancellation terms here: <https://www.butterfield.com/what-to-expect-travel-with-br/>. Please note that there are occasions when B&R's vendors have different cancellation terms or require non-refundable deposits, which travellers will be responsible for in the event of cancellation. We will do our best to alert you and your clients to these fees at time of booking.

B&R strongly recommends travellers be fully vaccinated against COVID-19 at time of travel. For full details on B&R's guiding principles for travel during COVID-19, please visit our website: <https://butterfield.com/health-and-safety>.

We strongly recommend that your clients purchase medical travel insurance and cancellation protection. We recommend Cavalry Elite Travel Insurance. Details can be reviewed on their website here: <https://www.cavalrytravelinsurance.com/butterfield>. Should your clients decline Cavalry, we will be asking you for details on the policy you have purchased for their travels.

## **Authorization**

By signing here, you authorize you have ready the above terms & process description and agree to working with B&R on your clients upcoming Bespoke Trip:

YES NO

