

THE TRAVEL ADVISOR'S GUIDE TO UPSELLING:

Elevate Client Experiences & Boost Your Commissions



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Effective Upselling: Introduction



Upselling isn't about selling more—it's about enhancing the travel experience. Happy clients lead to repeat bookings and higher commissions!

Upselling isn't just about making more sales—it's about enhancing your clients' travel experiences while increasing your earnings. When done correctly, upselling feels like a natural extension of the booking process, adding more value to each trip and according to a study by Forrester Research, upselling can boost revenue by 10-30%.

This guide provides proven scripts and strategies to help you confidently upsell via phone and email, ensuring your clients see the benefits of upgrading their travel plans.

Effective Upselling: The Mindset

Before jumping into scripts, remember these key principles:



Focus on Value, Not Just Cost

Instead of presenting upgrades as an extra expense, highlight the added comfort, exclusivity, and unique experiences they bring. For example, upgrading to a suite isn't just about a bigger room—it's about private concierge service, breathtaking views, and VIP perks that make the trip more memorable.



Personalization is Key

Tailor your upsell suggestions based on the client's preferences, travel style, and special occasions. If they're on a honeymoon, propose a romantic private dinner or spa package. For a family, suggest suite upgrades with extra space or kid-friendly activities to make the trip stress-free and fun. The more relevant the upgrade, the more likely they are to say yes.



Confidence & Enthusiasm Matter

Clients take cues from your tone. If you sound hesitant, they'll be hesitant. Speak with genuine excitement about the upgrade's benefits. Use phrases like:



“Many of our clients love this option because it makes their trip extra special!”



“I personally think this upgrade is one of the best ways to make your experience unforgettable.”

Your confidence builds trust and makes the client feel they're making a smart, rewarding choice.

By shifting your mindset from “selling” to enhancing experiences, you'll find upselling becomes a natural and valuable part of your service.

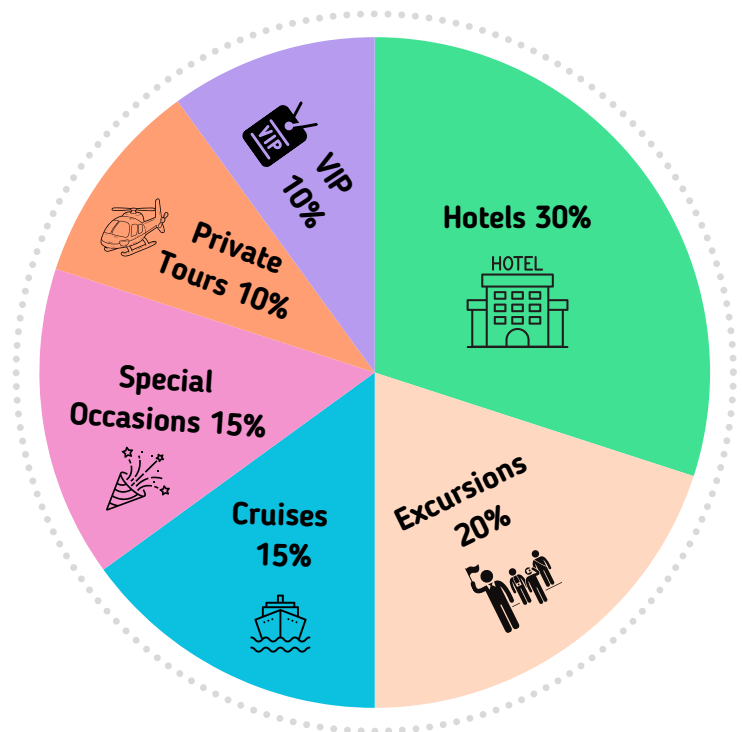
Effective Upselling: The Mindset



Data: Commission Increase by Category

While specific data on how upselling in categories like hotels, tours, cruises, VIP services, special occasions, and private tours contributes to increased commissions for travel advisors is limited, we can provide general insights into commission rates across these sectors:

- **Hotels:** Online Travel Agencies typically charge hotels commission rates between 15% and 30% for bookings made through their platforms. [cloudbeds.com](https://www.cloudbeds.com)
- **Tours:** Commissions for tour bookings can vary widely, generally ranging from 10% to 20%, depending on the complexity of the tour, the operator, and the advisor's relationship with the supplier. [the-travel-franchise.com](https://www.the-travel-franchise.com)
- **Cruises:** Commissions for cruise bookings generally range from 10% to 20% of the total cruise fare, depending on the cruise line and the advisor's sales volume. The average is around 16% for an ocean cruise. [the-travel-franchise.com](https://www.the-travel-franchise.com)
- **VIP Services, Special Occasions, and Private Tours:** Specific commission rates for these specialized services are less standardized and can vary significantly based on the service provider and the nature of the service offered.



Effective Upselling: Phone Scripts

Upselling a Hotel Suite or Cruise Cabin Upgrade

Advisor: 

"Hello [Client's Name], this is [Your Name] from [Your Travel Agency]. I hope you're excited about your upcoming trip to [Destination]! I wanted to share an exclusive upgrade option that could make your stay even more memorable. Do you have a moment?"

Client:

"Sure, I'm interested."

Advisor: 

"I noticed you booked a [Standard Room/Regular Cabin], but I have access to a limited-time upgrade to a [Suite/Ocean-View Cabin] that offers [private balcony, premium amenities, butler service, etc.]. It's a great way to enhance your experience, and for just [\$X amount more], it adds an extra layer of comfort and exclusivity. What do you think?"

If client hesitates: 

"I completely understand—it's all about finding the right balance. However, this upgrade includes [exclusive perks like VIP lounge access, complimentary breakfast, spa credits, etc.], making it a great value. Plus, it's perfect for a more relaxed and enjoyable trip. Would this be something you'd like to consider?"

If client is interested: 

"I'm so glad you're considering it! Another way to make your trip even more special is with a private excursion—like a sunset yacht cruise or a guided cultural tour. Would you like to hear more about those options?"

Effective Upselling: Phone Scripts

Upselling Private Excursions & VIP Experiences

Advisor:

"Since you're visiting [Destination], I wanted to let you know about some exclusive experiences available to enhance your trip. For example, I can arrange a private [wine tour, helicopter ride, yacht excursion] where you'll enjoy a truly one-of-a-kind experience. It's an amazing way to create unforgettable memories. Would you like to add this to your itinerary?"

If client hesitates:

"I completely understand. However, private experiences give you VIP access, avoid crowds, and offer a more personalized adventure. Plus, I can often secure exclusive pricing or extra perks. Would you like me to check availability for you?"

If client is interested:

"Great choice! I'll take care of everything and send you the details shortly. You're going to love this experience!"





Effective Upselling: Email Scripts


Email Templates for Upselling

Subject line: Exclusive Upgrade Opportunity for Your Trip to [Destination]!

I hope you're getting excited about your upcoming trip to [Destination]! I wanted to reach out with a **special upgrade opportunity** that could make your experience even more luxurious.

 **Upgrade to a Suite:** Enjoy enhanced comfort, breathtaking views, and VIP perks like [butler service, private lounge access, premium dining, etc.]. This exclusive offer is available for only [\$X amount more], but availability is limited.

 **Exclusive Excursions:** Want to make your trip even more memorable? Consider adding a private [tour, yacht excursion, or unique experience]. These are designed to give you an unforgettable adventure tailored to your interests.

 **VIP Travel Perks:** I can also secure special benefits like priority boarding, private airport transfers, or spa credits to elevate your trip. Would you like to explore these upgrades? Simply reply to this email or give me a call at [Your Phone Number], and I'll be happy to assist!

Looking forward to making your trip even more extraordinary!

Best,
[Your Name]
[Your Travel Agency]

Effective Upselling: Overcoming Client Objectives



"It's too expensive"



"I understand! However, this upgrade includes [list of exclusive perks], making it an incredible value. Many of my clients say it truly enhances their experience."



"Not sure it's worth it"



"That's a great point! The main benefits of this upgrade are [comfort, privacy, VIP service, etc.]. It's perfect for making your trip even more special. Would you like me to check for exclusive deals on this upgrade?"



"Maybe next time"



"I totally get it! But since you're already booked, this is a rare opportunity to enhance your trip. These upgrades are often not available later. I'd love to secure this for you now so you don't miss out."



Additional Tips

- **Offer upgrades early** – Present upselling options when finalizing bookings, rather than as an afterthought.
- **Use urgency & exclusivity** – Limited-time offers and exclusive experiences create excitement.
- **Bundle upgrades** – Combine room upgrades with VIP perks or private tours for a seamless upsell.
- **Follow up** – If a client hesitates, send a friendly reminder with additional benefits.
- **Read the client's cues** – If they seem uninterested, or keep declining, don't push further. A forced upsell can damage trust. Instead of insisting, say something like, "I completely understand! If anything changes or you'd like to explore more options later, I'm happy to help."

Effective Upselling: Checklist



01 PRE-CALL/PRE-EMAIL PREPARATION

- Review the Client's Booking (Find upgrade opportunities: hotel, cruise, tours).
 - Personalize the Offer (Match their travel style: luxury, adventure, family).
 - Know the Benefits (Be ready to explain how it enhances their experience).
 - Check Availability & Pricing (Ensure upgrade is available).
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02 UPSELLING VIA PHONE: STEP-BY-STEP GUIDE

- **Step 1: Start with Excitement:** "I found an exclusive opportunity to elevate your trip!"
 - **Step 2: Highlight the Value:** "Upgrade includes private lounge access."
 - **Step 3: Overcome Hesitation**
 - "It's too expensive" → "This upgrade includes [\$X in added perks]"
 - "I'm not sure" → "Many of my clients say this truly enhances their experience."
 - **Step 4: Create Urgency:** "This offer is limited—should I secure it for you now?"
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03 UPSELLING VIA EMAIL: STRUCTURE & TEMPLATE

- **Subject:** "Exclusive Upgrade Opportunity for Your Trip to [Destination]"
- **Greeting:** Warm, personalized introduction.
- **Excitement:** Highlight the upgrade benefits (e.g., VIP perks, better views, added comfort).
- **Call to Action:** "Reply to this email or call me at [Phone Number] to secure your upgrade."
- **Follow Up Reminder:** If no response, send a friendly limited-time offer.

Effective Upselling: Checklist



04 UPSELLING OPPORTUNITIES



Hotel Upgrades

 Suites, villas, club-level rooms with exclusive perks.



Cruise Cabin Upgrades

 Balcony suites, concierge service, priority boarding.



Private Excursions

 Yacht charters, helicopter rides, culinary/wine tours.



VIP Perks

 Airport lounge access, private transfers, spa packages.






Special Occasion Add-ons

 Honeymoon, anniversary, birthday surprises.



05 FINAL STEPS FOR A SEAMLESS UPSELL

-  **Confirm in Writing:** Send an updated itinerary.
-  **Express Gratitude:** Thank the client for choosing the upgrade.
-  **Check-in Before Departure:** Ensure all VIP perks are arranged.