

# Ancillary & Add-On Sales Plan

Travel & Tourism

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Builds an ancillary and add-on sales plan — seats, baggage, meals, insurance, forex, SIM, transfers, experiences and upgrades — with when and how to offer each, so you raise revenue per booking beyond thin ticket margins. Use it to boost per-booking revenue. For package upsell use the Package Options / Tier Comparison tool.

## Purpose of this tool & output

Earn more per booking with smart add-ons

## How the output is used

Use it to earn more per booking with smart add-ons — an ancillary and add-on sales plan across insurance, transfers, activities and upgrades.

## Important cautions

Ancillaries lift thin ticket margins; offer what genuinely helps the traveller, disclosed clearly.

## Companion documents

- Air Ticketing & GDS Setup
- Visa Assistance & Documentation Guide
- Complex / Schengen Visa Handling
- Passport & OCI Assistance Guide
- Ticket Refund, Reissue & Cancellation Handling
- Travel Documentation Checklist Builder

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