

Travel Sales Incentive 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

Designs a sales-incentive plan for travel counsellors from discrete components — revenue/margin targets, conversion, upsell/ancillary and repeat/referral — so incentives reward profitable bookings and good service, not just discounting to close. Use it to motivate sales. For the employment terms use the Travel Employee Agreement.

Purpose of this tool & output

Reward sales that are profitable, not just big

How the output is used

Use it to reward sales that are profitable, not just big — a travel sales incentive plan that rewards margin and repeat business.

Important cautions

Incentivise margin and service, not gross turnover; rewarding booking value alone encourages margin-killing discounts.

Companion documents

- Travel Staff Hiring Kit
- Travel Employee Agreement
- Travel Team Training Program
- Travel HR Policy Handbook
- Seasonal & Freelance Staffing Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.