



Becoming a Fora Advisor



Your dream job, in travel

Whether it's your side-hustle or a totally new career, earning money by booking travel has never been easier. Our community of advisors get paid to plan & book trips (hooking travelers up with perks along the way)... and you can join them.

What is Fora?

Our mission is to empower anyone with a passion for travel to earn a flexible income planning trips.

Starting with your first booking, Fora is dedicated to helping you be a successful travel advisor - always on your terms.

Founded by three travel entrepreneurs, Fora launched in 2021 and is based in New York City.

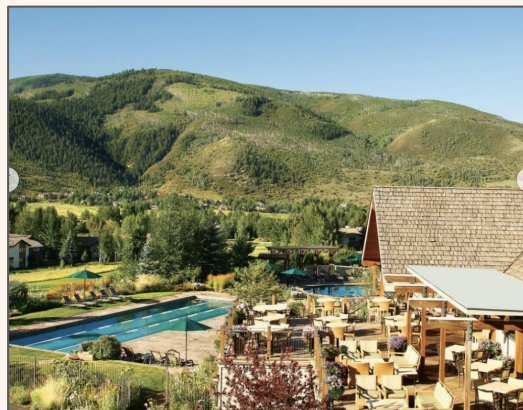


The Fora Advisor experience



Earn \$\$\$ on hotel & travel bookings

Get paid by hotels and other travel partners for your expertise and advice.



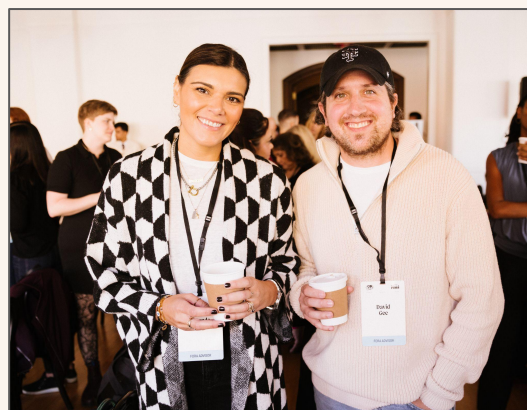
Hook up your clients with A+ hotel perks

From spa credits & free breakfasts to room upgrades, we've got you.



Work as much as you want, from wherever

Build your dream career, always on your own terms.



Join a community of travel pros & insiders

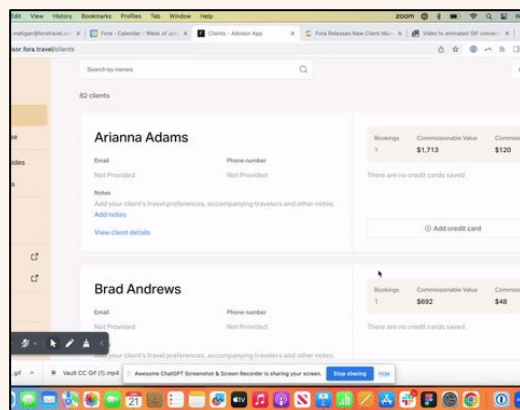
Get support, mentorship & intel from our community.

Launch your business as a travel advisor



Training with a global community

Fora Advisor certification, mentorship and community



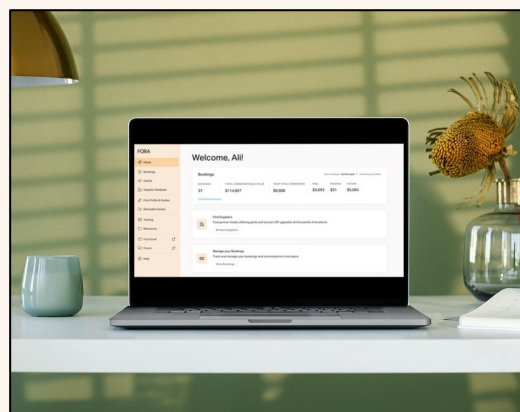
Top-notch advisor platform

Private admin platform, Portal, is the all-in-one tool for Fora Advisors



Marketing enablement & tools

Dedicated profile on the Fora website, customizable templates and marketing tools



Seamless payments and admin support

70% commission on all bookings and fast commission payments

Certified Cohort Training

We've designed a month long cohort-based training program to equip you with all the learnings & resources you need to become a Certified Travel Advisor.

Interact with industry experts to complete bite-size trainings, centered around our community of advisors. This mix of live trainings and online resources will be the perfect way to engage and absorb new information.

Lessons - The training library has dozens of recorded lessons from how to book hotels, cruises, tours, etc. to content creation to building your client base. All of these lessons help build advisors' technical skills.

Labs - Interactive workshops nearly every day of the week that build on the lessons you will review. Labs are hosted by Fora HQ and experienced advisors. This builds community and connection.

Office Hours - Open format problem solving led by Fora HQ/advisor leaders that dig into specific issues and real-time questions.



Global Community of Advisors

Through our interactive community app, Forum, our advisors have a global network of travel insiders at their fingertips.

You can connect with Fora HQ team, fellow advisors, stay up to date on all the latest industry trends and access live trip-planning support for any destination. It's a space to ask questions, learn from one another, share intel and celebrate community wins.

Every week Fora hosts:

- Travel Partner webinars
- Travel Partner office hours
- Destination trainings
- Advisor office hours

Fora HQ Support:

- 24/7 Help Center
- Support team



Advisor Portal & Booking Platform

Our private admin platform, Portal, is an all-in-one tool for Fora Advisors.

The platform tracks your clients' bookings, credit card payment storage, commission payments, and partner database to easily navigate preferred partner perks.

The booking platform allows advisors to browse, quote and book hotels directly from their Fora Advisor Portal.

You can compare hotels in real-time, with clear visibility into Fora's preferred rates & perks at over 4,500 partner hotels.

The tooling is optimized for easy use on your computer, tablet or mobile phone meaning you can work on the go!



Marketing Assets & Content Creation

When joining Fora we set you up for success from the beginning by providing you with all the marketing tools you need so you can seamlessly drive demand to your travel business.

- Fora Email Account
- Profile on the Fora website
- Ability to create Itineraries, Guides and Trip Reviews to showcase your expertise
- Mailchimp account with custom email templates
- Customizable content written by our in-house travel writers



Deep Industry Relationships

Fora is part of more than a 50+ Preferred Partner programs, from Virtuoso to Four Seasons and beyond. This list is always growing – meaning more and more VIP perks for you.

As a Fora Advisor, your clients will get access to top-of-the-line perks – like room upgrades, hotel & spa credits and bespoke amenities – at 4,500+ hotels worldwide.

Fora Advisors are able to book hotels, cruises, experiences, homes and villas, tour and activities, and so much more.

[Full list of our partners here](#)



FOUR SEASONS
PREFERRED PARTNER



DESIGN
HOTELS™

withIN by

SMALL
LUXURY
HOTELS
OF THE WORLD

ROSEWOOD
ELITE

IHG®
HOTELS & RESORTS

DIAMONDCLUB
Dorchester Collection

BELMOND
BELLINI CLUB

The logo for Viking, featuring a stylized Viking longship.

VIKING

The logo for Virtuoso, featuring a stylized globe.

VIRTUOSO.

The logo for Impresario, featuring a stylized diamond shape.

impresario

W W W
WALDORF ASTORIA CONRAD LXR
HOTELS & RESORTS

The Standard

HYATT PRIVÉ

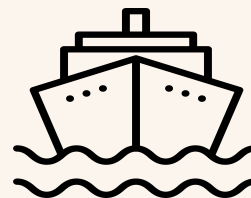
Commission on Every Booking



Hotels, Resorts & All-Inclusives

Average Commission

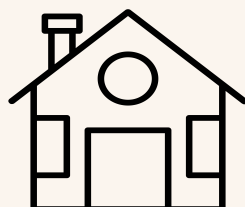
10% - 18%



Cruises

Average Commission

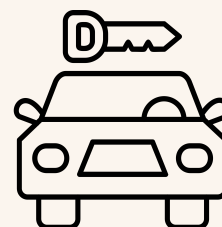
10% - 18%



Serviceable Homes & Villas

Average Commission

12% - 20%



Car Rentals

Average Commission

5% - 10%



Travel Insurance

Average Commission

12% - 27%



DMCs, Tours & Activities

Average Commission

10% - 20%

Commissions and Payments

The Basics of Booking

At Fora, your clients pay the same as an online booking site.

You'll get access to our IATA number which you will use at the time of booking and send us the confirmation – we'll handle the rest.

Commission Rates

Commission is built into the price whether the type of booking is done by an advisor or directly through the partner.

Fora Advisors take home the majority (70%) of each commission and Fora keeps a small portion as your host agency.

Superfast Payments

We take care of all the back-office admin of chasing your commission, & invoicing the travel partner.

You get paid your commission every 2 weeks after your client checks out of their stay.

Launch your business as a travel advisor

Book just \$330/month* in travel, and you'll cover your subscription fees.

**Based on annual pricing.*

Everything after that is your profit.

ANNUAL PLAN

~~\$33~~ **\$25** per month

\$299 billed annually upfront

QUARTERLY PLAN

~~\$50~~ **\$43** per month

\$129 billed every 3 months

A scenic outdoor pool area with a building, a trellis of pink flowers, and mountains in the background. The pool is in the foreground, reflecting the sky and the surrounding environment. The building has a white facade and a black metal door. A trellis of pink flowers is on the left side of the building. The mountains are in the background under a clear blue sky.

Get started

Transform your passion for travel into your dream job. Become a Fora Advisor today.

[Reach out](#)

FAQ

Is Fora a host agency?

Yes. Fora is a host agency for travel advisors (sometimes referred to as independent contractors).

I'm already a travel professional advisor. Can I join Fora?

Absolutely! We are always excited to welcome travel pros into our community. You can feel free to use your existing branding, business name and website. Of note, we require agents to book via Fora exclusively (not with another agency or IATA).

I'm a travel content creator. Can I join Fora?

Yes! Booking travel is a great way for creators to generate another income stream through their travel business. It's important to note that the role of a Fora Advisor is rooted in planning and booking travel, which is different than an affiliate program.

What are the qualifications to become a Fora Advisor?

Good news – there are no strict qualifications to become a Fora Advisor (such as travel agency experience). Anyone with a passion for travel, a problem-solving attitude and a little spare time can succeed as a Fora Advisor. Solid people skills don't hurt either!

Does Fora have E&O Insurance?

Yes, Fora has E&O Insurance coverage for trips up to \$25k.

Are there booking minimums?

Never. Book as much as you want, on your own terms.

FAQ

Are flights commissionable?

Generally speaking, only business and first class flights will be worth the commission amount for the work required to book the flight. You won't be able to book commissionable air online – you have to book through one of the few companies that have airline contracts. They charge a \$100 per person nonrefundable fee upfront. 25% of this fee will go to the advisor if the ticket is booked.

Booking flights is optional and not required. Typically Fora advisors specialize in on-the-ground experience, accommodation and activities. Many clients choose to book their own airfare.

What types of travel can I book as a Fora Advisor?

Some Fora Advisors focus solely on booking hotels, while others offer full itinerary planning, including airfare and on-the-ground experiences (like tours) . In addition to hotels, advisors book villas, cruises and yacht charters. Advisors do not book Airbnb or VRBO stays, as they are not commissionable.

What is Fora's commission split?

Fora Advisors take home the majority (70%) of each commission and Fora keeps a small portion (30%) as the host agency. After >\$300k is commissionable sales bookings the split changes to 80/20.

Why do I have to pay to become an advisor?

We charge advisors a quarterly subscription fee, which includes the cost of Fora's technology platforms, training, admin and our community app. This fee is a fraction of our own technology costs and what other agencies charge as signup fees (up to \$5,000 for training alone).

FAQ

I'm deciding between several host agencies. Why should I work with Fora?

First, we offer a best-in-class experience for advisors: this includes the fastest commission payments in the biz, access to tech tools, support from a global community hub and top-tier industry partnerships. Second, Fora is not your typical travel agency (which you may have gathered by now...); it's modern, inclusive, tech-enabled and well, cool. We're committed to overhauling industry pain points and building better experiences for travelers and partners alike. We're proud to be revitalizing the travel advisor industry – one awesome trip at a time.

Is Fora an MLM?

Nope! We never require advisors to recruit other advisors, and our advisor's earnings come from booking travel. Advisors don't profit off of anyone else's bookings. Fora Advisors are independent contractors and earn commissions on their own, without any contingencies, limits or minimums. And, advisors can cancel their Fora subscription and stop booking at any time. No questions asked.

I'm ready! When can I start booking?

Right away! Once you're set up with our IATA number, you can start selling ASAP. No need to wait.