



# SCUBABOOKINGS.COM<sup>®</sup>

Pay per Quote Request

## [How does pay per quote request work?](#)

Every day, thousands of potential clients use ScubaBookings.com to find their perfect dive and scuba holiday and experience. Advertising your company services, products, courses and tours requires that you pay for the quote requests that you will receive through us. This page explains how paying per quote request works.

### [Step 1. Select a payment plan](#)

#### **Manual Payments**

You will be required to make manual payments on time to ensure you always have funds in your account. Credit/debit cards, PayPal, xPay, Payfast, bank transfers and mobile payments can be used as the manual payment method.

#### **Automatic Payments**

You will be charged every 14 days, or when your balance drops below \$ -250.00, whichever occurs first. Credit/debit cards and PayPal can be used as the automatic payment method. You can choose between an 'automatic' or 'manual' payment plans.

### [Step 2. Add a tour or service to ScubaBookings.com](#)

**Example:** You upload a tour, liveaboard, Dive Resort, Dive Course or dive package/service.

### [Step 3. Offer a payment per quote request](#)

Every time someone searches for tours, liveaboards or dive operators on ScubaBookings, our system determines the ranking in which they will appear. A higher ranking results in more exposure and that means more quote requests.

#### **The ranking system is based on three elements:**

- Relevance to the client.
- Your performance on our platform.
- The amount you are willing to pay for a quote request.

You can offer a payment of 0.5% to 1.5% or more of the value of the quote request. You can offer a different percentage for each tour and/or your company profile, you can change the percentage at any time. Offering a higher percentage (and therefore payment) will result in a higher ranking on ScubaBookings.com and within your region.

However, once you've set a payment for a tour (for example 0.5%, 1% or 1.5%), all quote requests you receive regarding that tour or service will be charged at that pre-

set percentage. Requests for tailor-made tours, submitted from your company profile page, are charged at the percentage you've set for your company profile.

We charge max. 6 travellers per quote request. Children count as 0.5 traveller

## Step 4. A potential client requests a quote

**Example:** You offer a 1% payment for quote requests regarding your "5 day Scuba Experience". A potential client reads about this tour and requests a quote for 2 people. The value of the quote request is \$2,000 (2 people x \$1,000) and the costs for the request is \$20.00 (1% of \$2,000).

These costs will be charged for each quote request. This includes the quote requests that don't convert into a booking. On average SCUBA tour operators receive a booking out of every 4 to 6 quote requests. Therefore, in this example operators would pay \$80.00 (4 quote requests) to \$120.00 (6 quote requests) to generate a booking worth \$2,000.

We generate more than 70,000 quote requests per year

## Step 5. Accept or decline the quote request

**Example:** The email we send includes an 'accept' and 'decline' button. If you accept the quote request, you will receive all contact details and the \$20.00 costs will be charged. If you decline the quote request, no costs will be charged.

[Declining too many quote requests will impact your rankings](#)

## Step 6. Use our analytics to track your performance

Our system enables you to keep track of your bookings and your results are presented in easy to understand data.

**Example:** Let's assume that you received 25 quote requests over the last 3 months and converted 5 of them into a booking. This means that:

You needed 5 quote requests per booking.

You paid \$500 in total (25 requests x \$20.00).

You generated a revenue of \$10,000 (5 bookings x \$2,000).

Your cost would be 5% of the revenue.

[On average, operators need 4-6 requests per booking](#)

## Step 7. Adjust your payments

If you are pleased with your results, you could consider increasing your payments and receiving even more quote requests. If the results were worse than you expected, then you could decide to either lower your payment or offer no payment at all.

[You can stop offering payments at any time](#)