



Affiliate Program

Affiliate bookings involve partnering with a tour operator or travel agency as an affiliate marketer. As an affiliate, you promote the tour packages or services provided by the tour operator on your website, blog, or other online platforms. You typically place affiliate links or banners on your platform, directing visitors to the tour operator's website.

When a visitor clicks on your affiliate link and makes a booking or purchase through the tour operator's website, you earn a commission. The commission is usually a percentage of the total booking value or a fixed amount per booking.

The tour operator is responsible for handling all aspects of the booking process, including customer inquiries, payments, and providing the actual tour or service. As an affiliate, your role is to drive traffic to the tour operator's website and encourage visitors to make bookings.

Affiliate booking for Beyond The Blacktop Adventure Tours involves partnering with the tour operator, Beyond The Blacktop, as an affiliate marketer to promote and sell their adventure tour packages. Here's an elaboration on how affiliate booking with Beyond The Blacktop Adventure Tours works:

Partnership: As an affiliate, you establish a partnership with Beyond The Blacktop Adventure Tours. This could involve signing up for their affiliate program, which is typically available on their website. The tour operator provides you with unique affiliate links or banners that you can place on your website, blog, social media platforms, or other online channels.

Promotion: Using the provided affiliate links or banners, you promote Beyond The Blacktop Adventure Tours and their tour packages on your platforms. You may write reviews, create engaging content, share personal experiences, or highlight the unique features of their tours to attract potential customers.

Traffic Generation: Your primary goal as an affiliate is to drive traffic to Beyond The Blacktop Adventure Tours' website. You can utilize various online marketing strategies such as search





engine optimization (SEO), social media marketing, email marketing, or paid advertising to increase visibility and attract visitors to click on your affiliate links.

Visitor Conversion: When a visitor clicks on your affiliate link, they are redirected to the Beyond The Blacktop Adventure Tours' website. The tour operator's website is equipped with tracking mechanisms to identify the source of the referral. If the visitor makes a booking or purchase on the website, it is attributed to your affiliate account.

Commission Earnings: For every successful booking or purchase made through your affiliate link, you earn a commission. The commission structure is typically defined by Beyond The Blacktop Adventure Tours and may be a percentage of the total booking value or a fixed amount per booking. The tour operator handles the payment processing and commission payout to affiliates.

Customer Support: As an affiliate marketer, your role is primarily focused on promoting and driving traffic to Beyond The Blacktop Adventure Tours' website. The tour operator takes care of customer inquiries, handling the booking process, and providing the actual adventure tours. If customers have any questions specific to the tours or require assistance, they would directly contact Beyond The Blacktop Adventure Tours.

By participating in the affiliate program of Beyond The Blacktop Adventure Tours, you can earn commissions by referring customers who book their adventure tours through your affiliate links. It is essential to effectively promote the tours, generate relevant traffic, and provide valuable information to potential customers to increase the likelihood of successful bookings and commission earnings.





Terms & Conditions

These Affiliate Program Terms and Conditions ("Agreement") govern the participation in the affiliate program ("Affiliate Program") offered by Beyond The Blacktop Adventure Tours ("Company"). By participating in the Program, you ("Affiliate") agree to comply with the terms and conditions outlined below:

Enrolment in the Program:

- a. To join the Program, you must submit a complete application through the designated online form.
- b. Beyond The Blacktop Adventure Tours reserves the right to accept or reject any application at its sole discretion.
- c. You must provide accurate and up-to-date information during the enrolment process.
- d. You must be at least 18 years old to participate in the Program.

Affiliate Responsibilities:

- a. You agree to promote Beyond The Blacktop Adventure Tours products or services in a manner consistent with applicable laws and regulations.
- b. You shall not engage in any misleading, deceptive, or unethical marketing practices.
- c. You are responsible for creating and maintaining your own marketing materials, including websites, blogs, social media content, and advertisements.
- d. You shall not engage in any activity that may harm the reputation or integrity of the Beyond The Blacktop Adventure Tours.

Affiliate Commissions:

- a. You will receive a commission for each valid referral or sale generated through their unique affiliate link or code.
- b. Commission rates and payment terms will be determined by the Beyond The Blacktop Adventure Tours and communicated to the Affiliate.
- c. Commission payments will be made on a regular basis as agreed upon by both parties.





Tracking and Reporting:

- a. Beyond The Blacktop Adventure Tours will provide you with tracking tools to monitor referrals and sales.
- b. You shall ensure the proper implementation of tracking links or codes provided by the Beyond The Blacktop Adventure Tours.
- c. Beyond The Blacktop Adventure Tours tracking system will be the sole determinant of referrals and sales.

Termination:

- a. Either party may terminate this Agreement at any time, with or without cause, by providing written notice to the other party.
- b. Upon termination, Beyond The Blacktop Adventure Tours shall cease all promotional activities related to the their products or services.
- c. Any outstanding commission payments will be paid to you within a reasonable time after termination.

Modification of Terms:

- a. Beyond The Blacktop Adventure Tours reserves the right to modify or amend these terms and conditions at any time.
- b. You will be notified of any changes via email.
- c. Continued participation in the Program after the changes will constitute acceptance of the modified terms.

Limitation of Liability:

- a. Beyond The Blacktop Adventure Tours will not be liable for any direct, indirect, incidental, or consequential damages arising out of or in connection with the Program.
- b. Beyond The Blacktop Adventure Tours makes no guarantees regarding the availability, quality, or performance of its products or services.

Governing Law:





a. This Agreement shall be governed by and construed in accordance with the laws of the jurisdiction where the Company is registered.

By participating in the Program, you acknowledges that you have read, understood, and agreed to all the terms and conditions outlined in this Agreement. Beyond The Blacktop Adventure Tours reserves the right to suspend or terminate your participation in the Program for any violation of these terms and conditions or for any other reason deemed appropriate by the Beyond The Blacktop Adventure Tours.

This Agreement constitutes the entire agreement between the parties and supersedes all prior or contemporaneous agreements, understandings, or representations.

If you wish to be apart of our affiliate program please fill in the form below:

[Affiliate Program](#)

Kind Regards,

Steph Davies
Manager

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