

**READY TO SUPERCHARGE****YOUR TRAVEL AGENCY?**

TRUE CODE TRAVEL AGENCY ACCREDITATION

WE HAVE ABSOLUTELY EVERYTHING YOU NEED TO RUN A WELL-CONNECTED, PROFITABLE TRAVEL BUSINESS.

Having the right connections and support is everything. From a broad range of suppliers including unique suppliers you may not have heard of before, educational webinars, and networking events, it's all here for you. Valuable online resources to help you grow your business and drive more revenue.

How the TRUE Code Works

The TRUE (Travel Retailer Universal Enumeration) Code is assigned to a travel agency that meets all qualifications and satisfies a rigorous screening to ensure the integrity of the program

This code is then used to identify your agency with suppliers for commission payment and sales volume tracking. That means you're recognized directly - not as part of a pool of other agents. You're building your own relationships with the suppliers that meet your needs.

Even if you work with a host agency today, you can still use your TRUE code to work with suppliers who may not participate with your host. It's a win-win for everyone!



REQUIREMENTS FOR OBTAINING A TRUE CODE:

- You must be a corporation, LLC or sole proprietor. If you're a sole proprietor, you'll need proof of a registered DBA, Assumed or Fictitious Name.
- You must be willing to pass a background screening if necessary.
- You must satisfy all seller-of-travel requirements for your state.
- States which currently require a bond and seller of travel license are California, Florida, Hawaii, Iowa, and Nevada.
- You must be able to demonstrate at least 6 months of travel selling experience.
- You must have 3 business references to support your application.
- You must provide proof of an active business bank account in good standing.

The Code

Since 1999, the TRUE code has been the premier identification and accreditation system for independent sellers of travel.

CCRA works daily to make agency accreditation even more powerful by combining the TRUE Code with global connections, events, experienced team, support, and supplier partnerships.



Who accepts the TRUE Code?

Hundreds of the industry's best known suppliers accept TRUE in place of an ARC, IATA or CLIA Number.

Whats the cost?

Annual fee \$399 | Renewal \$399, add up to 24 additional sub-agents at no cost.



Receive Direct Recognition From Hundreds of Suppliers

From the top cruise lines to boutique hotels and in-country tour operators, you'll connect directly and get paid and recognized for your sales.

Stand Out as a Reputable Travel Professional

With a CCRA Accreditation powered by TRUE, you can advertise your travel agency as an accredited travel business - meaning your agency has passed rigorous screening and verification standards.

TRUE Accredited Agencies Enjoy Great Membership Benefits:

- Direct access to Global Suppliers
- Local Chapter Support
- PowerSolutions Live Events
- Eligibility for FAM Trips
- Access to Online Training and Webinar Library
- Exclusive Supplier Partner Promotions
- Virtual Photo Identification Card



SUPPORTED BY SUPPLIERS IN EVERY MAJOR TRAVEL CATEGORY



Air Consolidators



Car Rental



Hotels



Amusement Parks



Cruise Lines



Tour Operators