INNER CIRCLE

Travel at trade prices, with a human touch.

A private travel membership combining agency-grade rates, a full booking platform and a 24/7 live concierge — for individual members and as a differentiated corporate employee benefit.

Company overview · 2026

WHAT INNER CIRCLE IS

One membership. The whole trip.

A private travel club

Members book flights, hotels, cruises, cars, activities, transfers, theme parks and vacation packages inside one account.

Trade-level access

Members see negotiated net rates — the same class of pricing travel agencies buy at — rather than public retail prices.

A real booking platform

Search, compare, book, pay and manage trips end to end. Not a voucher scheme or a cashback portal.

A 24/7 human concierge

Live travel professionals for planning, changes and in-trip support, included with membership.

A corporate benefit

Companies give the entire membership to employees as a perk — travel savings staff actually use, at no cost to the employee.

One account, one login

Every category, every trip and every concierge request in a single place.

THE PROBLEM

Retail travel is marked up. Corporate perks are forgettable.

FOR TRAVELLERS

- Public sites sell the same rooms and seats at retail markups.
- The trade prices exist — they are simply locked behind agency credentials.
- Loyalty points return pennies on the dollar and expire.

FOR EMPLOYERS

- Benefits budgets are under pressure to show real, felt value.
- Most perks are abstract: apps, discount codes, wellness credits — low usage, low recall.
- Travel is the one benefit employees emotionally connect with — and it has never been affordable to give.

HOW IT WORKS

Where the saving comes from

1

Negotiated supply

Rates are contracted directly with suppliers and consolidators at net, trade level.

2

No retail markup

Members book at, or very close to, that net rate. The margin the public sites take is the member's saving.

3

Membership funds it

A flat annual membership — not per-booking markups — is the business model. The more a member travels, the more they save.

Result: members routinely save more on a single trip than the cost of membership.

MEMBER BENEFITS · TRAVEL

Inner Circle member rates

Hotels worldwide

Inner Circle-only negotiated rates, up to 40% below public OTA prices — the supplier's net cost, shown verbatim.

International flights

Up to 15% off member fares.

Domestic flights

Up to 5% off member fares.

Rental cars & activities

10% off member rates when booked on the Inner Circle rate.

All-inclusive packages

Special member-only package pricing.

Cruises

Member savings plus onboard credit on leading cruise lines.

MEMBER BENEFITS · LIFESTYLE

Beyond the trip

Theme parks

Member pricing on major theme-park tickets.

Sports & entertainment

Presale access and member offers on live events.

Movies

Discounted cinema tickets.

24/7 concierge

Live agents for planning, bookings, changes and emergencies — phone and chat, around the clock.

VIP & luxury services

Upgrades, special requests, celebrations and hard-to-get reservations handled by the concierge team.

Everyday value

Benefits members use between trips, not only when they travel.

THE CONCIERGE ADVANTAGE

Technology sells the ticket. People keep the member.

WHAT THE CONCIERGE DOES

- Plans and books complete trips.
- Handles changes, cancellations and disruption while the member is travelling.
- Arranges upgrades, occasions and special requests.

WHY IT MATTERS

- Pure booking engines compete on price alone — a race to the bottom.
- A human layer turns a discount site into a service members renew for.
- Rates can be copied; a 24/7 personal service cannot, cheaply.

CORPORATE BENEFITS

The employee benefit people actually use

Company-sponsored membership

The employer covers Inner Circle for staff; employees and their families book personal travel at member rates.

Felt value

A family holiday saving of hundreds of dollars is remembered — unlike another app subscription.

Zero admin

No booking through HR; employees get their own logins, their own trips, their own concierge.

Recruitment & retention

A distinctive, premium perk that differentiates an employer's offer at negligible cost per head.

Scales to any workforce

From a 20-person firm to a national employer — provisioning is a link, not an integration project.

Families included

Members extend the benefit to the people they travel with.

CORPORATE BENEFITS · DELIVERY

White-label and ready to deploy

Your brand, our engine

Each company gets its own branded site — logo, colours, company name — on its own address.

Instant provisioning

A new client site is cloned and live in minutes, with its own admin access.

Single sign-on

Employees move from the corporate portal into their travel account without a second password.

Usage visibility

The employer sees adoption; travellers see their savings.

COMPETITIVE POSITION

Why Inner Circle wins

vs. OTAs

They sell retail. We sell net.

They monetise every booking with markup; we monetise a flat membership — incentives aligned with the traveller.

vs. CLUBS

A platform, not a coupon book.

They offer coupon-style deals on leftovers. Inner Circle is a full booking platform across every travel category, with live inventory.

vs. PERKS

A benefit people feel.

They aggregate coupons and wellness apps. We deliver a premium, emotional benefit — travel — plus a 24/7 human concierge.

BUSINESS MODEL

Aligned, recurring, scalable

Annual membership

A flat yearly fee per member — predictable recurring revenue, independent of booking volume.

Corporate programmes

Employers sponsor memberships for their workforce — volume distribution with a single sale.

Ancillary margin

Selected add-on categories contribute margin without touching the headline member rate.

Retention engine

The concierge and visible per-trip savings drive renewal.

GO TO MARKET

Distribution through employers

1

Land one company

A sponsored corporate launch gives the platform hundreds of members on day one.

2

Employees travel

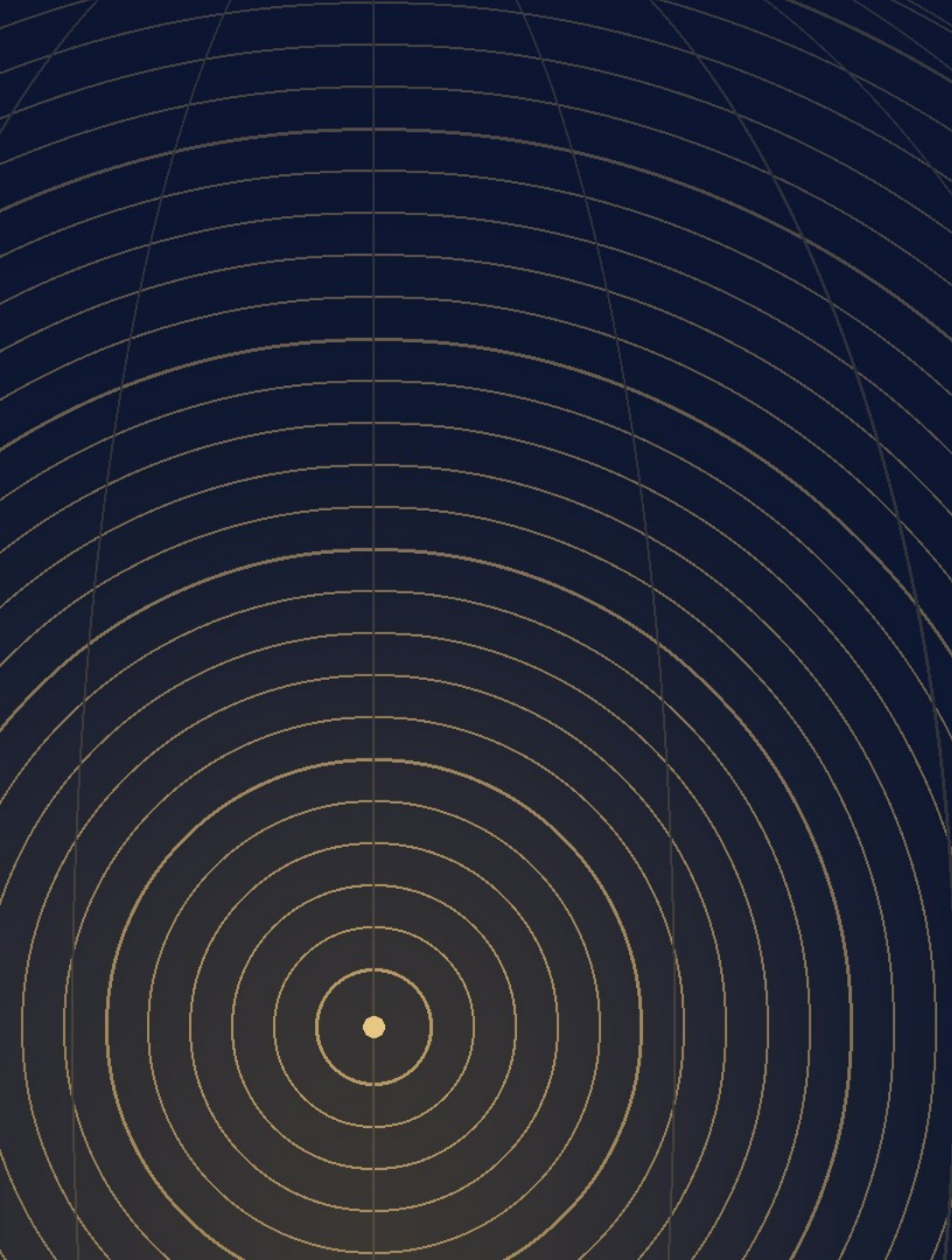
Members see real savings on their first trips and tell colleagues and family.

3

Renew & expand

Corporate renewals, family add-ons and individual memberships compound from each anchor client.

> *Every corporate client is a distribution channel, not just a customer.*



THE VISION

Travel like an insider, every time.

Inner Circle turns trade-level travel into a membership — and membership into the employee benefit people remember.

inner-circle.travel