

Checkfront Becomes First Booking System to Offer Choice of Payment Model

Checkfront, a global booking platform with over 5,000 customers worldwide, has added a new fee-based pricing plan to their subscription offerings, becoming the first booking platform to give tour and activity operators the choice of how they pay for their software.

VICTORIA, BC - October 22nd, 2019 - Today, Checkfront Inc., a leading provider of online booking solutions, announces their newest pricing plan – Flex.

This is a commission-based pricing model, which in addition to Checkfront’s existing subscription-based pricing tiers, for the first time ever, provides tour and activity operators the power to choose the payment model that best suits their business.

The debate over the most appropriate pricing model for SaaS products in the travel experiences market has raged on – with most reservation technology systems opting to adopt the commission-fee model. This mutually exclusive approach to pricing in the tour and activities industry has left many operators forced into a payment model they disagree with, or forced to use a software that may not be their solution of choice.

“We have been asked by past, current, and future customers why we do not provide them a commission-based pricing model where they can access Checkfront at no cost to them. While we have always been staunchly in support of subscription-based pricing, it got to the point where we were no longer able to fairly answer that question of *why?*” said Jason Morehouse, CEO of Checkfront.

“After all, who are we to tell operators the best way to run their business? The best way to pay for their reservation technology solution of choice? We want to give everyone access to the best independent booking platform on the market, no matter how they want to pay for it.”

Beginning October 22nd, 2019, new and existing Checkfront customers can choose how they want to pay for their booking platform – by adopting the new commission-based pricing, or sticking with the existing subscription-based tiers.

“Our opinion on monthly/annual subscription pricing for business tools has not changed - we will not be getting rid of subscription pricing, or forcing customers to migrate, now or in the future,” continues Morehouse. “But we see no reason why we can’t offer both. Operators have asked for this, and we are listening.”

To learn more about Checkfront Flex, visit www.checkfront.com/flex

About Checkfront

Checkfront Inc is a unified booking management platform which allows tour and activity operators to accept reservations, process payments, track customers, sign waivers and documents, and simplify complex pricing, seasonality, and inventory requirements. With over 5,000 customers in 128 countries, Checkfront has processed over \$5.3 billion in online bookings (USD).

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