ILLUSTRATIVE FREELANCE FEES FOR GUIDING ENGAGEMENTS

1 APRIL 2025 - 31 MARCH 2026

Guild Members work as freelancers offering bespoke tours and each will set their own rates depending on a number of variables including timings, length of tour, tour specialisation, group size etc. The fees below are therefore purely illustrative and subject to change. It is important to establish in advance what the exact fees are, as well as the terms and conditions.

HALF DAY TOURS

Tours in English	**from £214**
Tours in another language	**from £248**
Tours in 2 languages	**from £353**
Half days are up to 4 hours maximum, which can be either morning (expected to finish by 13.00) or afternoon tours (expected to start from 13.30)	

FULL DAY TOURS

Tours in English	**from £353**
Tours in another language	**from £397**
Tours in 2 languages	**from £523**
Full days are up to 9 hours (finishing no later than 18.00)	

Find a professional tourist guide today at www.britainsbestguides.org

ADDITIONAL FEES (ILLUSTRATIVE)

1 APRIL 2025 - 31 MARCH 2026

ADDITIONAL FEES

	from £275
EVENING TOURS Up to 4 hours 18.00 – 23.00	**from £58**
OVERTIME HOURS Per hour or part thereof 07.00 – 23.00 **UNSOCIAL HOURS** Per hour or part thereof 23.00 – 07.00	**from £71** Guide taxi expenses to be paid between 23:00-07:00
MEAL ALLOWANCES (if not included)	**Lunch £17** **Dinner £19**
LARGE GROUPS* Tours with more than 55 people	**50% supplement**
Specialist Museum/Gallery tours	**from £353**
SPECIALIST TOURS & LECTURES & VIRTUAL TOURS No recording without written permission.	**By negotiation**

PUBLIC HOLIDAY SUPPLEMENTS

Guides will normally charge a 50% increment for tours taking place on the English public holidays of Good Friday, Easter Sunday, Easter Monday, Boxing Day (26th December), and New Year's Day (1st January).

Tours taking place on Christmas Day (25th December) usually attract an increment of 100%.

*Coach Tours attract additional supplements of 50% for tours involving Double Decker Coaches with more than 55 passengers. In the interests of safety, a single guide should not be expected to conduct visits to sites if the group to be guided exceeds 50 (in such cases, a 2nd Guide should be engaged). Often individual sites will restrict the number of visitors they permit to enter their premises in a group, similarly some sites impose restrictions on where guides may talk to clients. If the proposed programme is fully discussed in advance with the guide concerned, they should be able to provide advice on where such restrictions may be an issue requiring additional guides or alternative solutions.

TERMS & CONDITIONS
1 APRIL 2025 - 31 MARCH 2026

FEES
The fees listed are an illustrative guide to the rates that members of the British Guild of Tourist Guides are likely to charge. Fees will vary to reflect variables such as length and timing of the tour, type of tour and the specialisations of the guide.

TERMS OF PAYMENT - WITHIN 21 DAYS
Guides will present an itemised invoice and have expenses receipts attached where appropriate. Full settlement is usually expected within 21 days of the invoice being submitted. From time to time, guides may agree additional Terms & Conditions with clients.

CANCELLATION CHARGES
In the event of cancellation, clients should expect to pay the following cancellation charges:

- 10 - 5 days days prior to commencement of engagement 50% of fee
- 4 days (96 hours) or less prior to commencement of engagement 100% of fee
- Similarly, when an extended engagement tour is cancelled with less than one month's notice, the guide is entitled to claim 50% of the daily touring rate if alternative work on the same dates is not offered.

Where a guide has received payment in advance, either in part or in full, and is unable to fulfil the engagement the client should contact the guide to discuss repayments or a replacement guide.

RECORDINGS
Guild members reserve the right to decline to be filmed, videoed or recorded during their work.

CHILDREN
Children under 18 must be accompanied by a responsible adult at all times.

COACH TOUR REQUIREMENTS
On a coach tour there must be a seat provided for the guide, with a safety belt, and a working microphone and PA system. If there is no working microphone / PA system provided, the operator will be informed as soon as possible by the Guide. If the tour continues without a working microphone the norms for the industry indicate the guide is entitled to be paid an increment of 100% of the original fee until the omission is rectified.

guild@britainsbestguides.org.uk

www.britainsbestguides.org

+44 (0) 20 7403 1115

201 Borough High Street
London SE1 1JA