

BUSINESS INTELLIGENCE



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Your Tourism Marketing Partner

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SALES AND MARKETING EFFICIENCIES

Overview of 3rd Quarter Tours											
Row Labels	Tours	Sales	Rescissor	Net Sales	Net Sales \	Net Closed	Cancellation:	Net VPG	Net AVG Sales Vol	% Pending	Avg Cash %
Boston	1,643	409	40	369	\$1,925,265	22 %	10 %	\$1,324	\$4,278	69 %	27 %
July	613	164	15	149	\$772,660	24 %	9 %	\$1,424	\$4,252	73 %	24 %
August	607	136	11	125	\$656,005	21 %	8 %	\$1,221	\$4,303	71 %	24 %
September	423	109	14	95	\$496,600	22 %	11 %	\$1,127	\$4,119	43 %	43 %
Chicago	1,923	491	68	423	\$2,204,108	22 %	14 %	\$1,189	\$4,048	72 %	23 %
July	811	182	30	152	\$764,805	19 %	10 %	\$1,312	\$4,050	71 %	23 %
August	554	135	18	117	\$611,799	21 %	9 %	\$1,108	\$4,068	77 %	21 %
September	558	174	20	154	\$827,504	28 %	10 %	\$1,086	\$4,012	67 %	29 %
New Orleans	1,339	292	31	261	\$1,206,716	19 %	11 %	\$1,179	\$4,115	60 %	35 %
July	644	147	17	130	\$597,211	20 %	11 %	\$1,127	\$4,119	43 %	43 %
August	493	104	10	94	\$431,505	19 %	10 %	\$1,108	\$4,068	77 %	21 %
September	202	41	4	37	\$178,000	18 %	10 %	\$1,086	\$4,012	67 %	29 %
Portland	1,658	337	34	303	\$1,499,030	18 %	10 %	\$1,179	\$4,115	60 %	35 %
July	515	100	8	92	\$448,300	18 %	10 %	\$1,179	\$4,115	60 %	35 %
August	604	117	13	104	\$513,199	17 %	11 %	\$1,127	\$4,119	43 %	43 %
September	539	120	13	107	\$537,531	20 %	11 %	\$1,127	\$4,119	43 %	43 %
Savannah	1,802	418	34	384	\$1,895,803	21 %	8 %	\$1,189	\$4,048	72 %	23 %
July	757	191	13	178	\$879,102	24 %	7 %	\$1,312	\$4,050	71 %	23 %
August	658	143	13	130	\$644,900	20 %	9 %	\$1,108	\$4,068	77 %	21 %
September	387	84	8	76	\$371,801	20 %	10 %	\$1,086	\$4,012	67 %	29 %
Grand Total	8,365	1,947	207	1,740	\$8,730,922	21 %	11 %	\$1,179	\$4,115	60 %	35 %

Overview of Tour Results by Marketing Division								
Row Labels	Tours	Sales	Sales Vol	Net VPG	Net Closed	Cash Sales	%Cash Sales	Net Sales Volume
DIRECT CONNECT	126	47	\$3,901	\$2,005	37 %	4	9 %	\$223,600
MARKET 77	7,267	251	\$4,352	\$207	3 %	33	13 %	\$1,332,100
OVERSEAS	1,460	1,304	\$4,076	\$5,017	89 %	292	22 %	\$6,481,626
REFERRAL	1,019	169	\$3,893	\$890	17 %	45	27 %	\$802,412
Grand Total	9,872	1,771	\$4,093	\$1,012	18 %	374	21 %	\$8,839,738

STATISTICS WHEN YOU NEED THEM NOW!

Resort Comparison: Click on Resort Name to View Data

Boston

Chicago

New Orle...

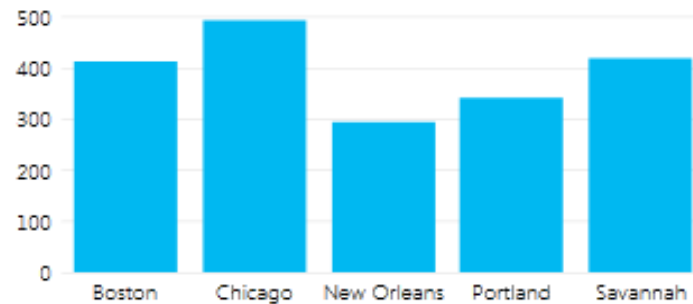
Portland

Savannah

Tours	Sales	Rescissions	Net Sales	Net Sales Volume	Net Closed	Cancellations	Net VPG	Net AVG Sales Vol	% Pending	Av
1,644	410	40	370	\$1,928,666	22.5 %	9.8 %	\$1,326	\$4,274	69.5 %	

The Vertical Chart represents Number of Sales - The Horizontal Chart Represents VPG

Sales by RESORT



Net VPG by RESORT



DISCOVER WHO WORK BEST TOGETHER

Analyze Which Sales Reps Work Best With Each Sales Manager: Click on Sales Manager

Sales Reps

Row Labels	Tours	Net Closed	Net Sales	Net Sales Volume	Avg Cash %	Avg Cash % Status	Cancellations	Cancellations Status
ABRAHAM CLARK	11	18 %	2	\$9,100	6 %	●	33 %	●
BEN FRANKLIN	1							
BENJAMIN HARRISON	17	18 %	3	\$14,500	62 %	●	25 %	●
BENJAMIN RUSH	2							
BUTTON GWINNETT	45	16 %	7	\$35,000	7 %	●	13 %	●
CARTER BRAXTON	5	0 %	0	\$0			100 %	●
CHARLES CARROLL	2							
EDWARD RUTLEDGE	15	13 %	2	\$9,000	6 %	●		
ELBRIDGE GERRY	7	43 %	3	\$16,900	20 %	●		
FRANCIS LEWIS	2							
FRANCIS LIGHTFOOT LEE	28	14 %	4	\$19,900	29 %	●	20 %	●
GEORGE CLYMER	21	29 %	6	\$29,900	22 %	●		
GEORGE WALTON	6	17 %	1	\$4,200	100 %	●		
GEORGE WYTHE	26	12 %	3	\$14,900	18 %	●	25 %	●
JOHN HANCOCK	39	33 %	13	\$64,500	36 %	●	7 %	●
JOHN PENN	1							

SALES_MGR

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ABIGAIL ADAMS

ABIGAIL FILMORE

ANGELICA VAN BUR...

ANNA HARRISON

CAROLINE HARRISON

DOLLEY MADISON

EDITH ROOSEVELT

EDITH WILSON

ELIZA JOHNSON

ELIZABETH MONROE

ELLEN WILSON

EFFICIENCIES AT A GLANCE

Sales Rep KPIs: Examples of Indicators

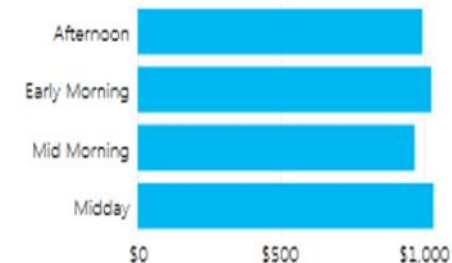
SALES_REP	▲ Sales	Sales Status	Avg Cash %	Avg Cash % Status	% Pending	% Pending Status
ABRAHAM CLARK	41		29 %		67 %	
ARTHUR MIDDLETON	41		40 %		58 %	
BEN FRANKLIN	20		34 %		74 %	
BENJAMIN HARRISON	108		33 %		59 %	
BENJAMIN RUSH	43		27 %		69 %	
BUTTON GWINNETT	35		21 %		80 %	
CAESAR RODNEY	12		53 %		45 %	
CARTER BRAXTON	29		45 %		55 %	
CEASAR RODNEY	13		63 %		31 %	
CHARLES CARROLL	12		16 %		83 %	
EDWARD RUTLEDGE	34		17 %		81 %	
ELBRIDGE GERRY	33		32 %		61 %	
FRANCIS HOPKINSON	31		51 %		42 %	
FRANCIS LEWIS	42		47 %		48 %	
FRANCIS LIGHTFOOT LEE	50		49 %		43 %	
GEORGE CLYMER	21		22 %		71 %	
GEORGE READ	26		28 %		64 %	
GEORGE REED	9		16 %		88 %	
GEORGE ROSS	24		35 %		45 %	
GEORGE TAYLOR	2		4 %		100 %	

Sales Efficiency by Tour Time

Afternoon
 Early Morn...
 Mid Morn...
 Midday

Tours	Net Closed	% Pending	Cancellations	Net VPG
2,364	17 %	62 %	10 %	\$996

Net VPG by TimeofDay



Early Morning = Before 9:00am
 Mid Morning = 9:30am-11:15am
 Midday = 11:30am-1:30pm
 Afternoon = After 1:30pm

TimeofDay	Afternoon			Early Morning			Mid Morning			Midday		
SALES_REP	▲ Tours	Net Closed	Net VPG	Tours	Net Closed	Net VPG	Tours	Net Closed	Net VPG	Tours	Net Closed	Net VPG
	262			247			198			139		
ABRAHAM CLARK	61	20 %	\$923	52	19 %	\$1,091	28	25 %	\$1,413	29	24 %	\$1,193
ARTHUR MIDDLETON	14	43 %	\$2,559	81	19 %	\$997	37	22 %	\$1,258	17	35 %	\$2,187
BEN FRANKLIN	42	14 %	\$974	34	3 %	\$229	39	5 %	\$142	52	6 %	\$398
BENJAMIN HARRISON	97	9 %	\$539	258	17 %	\$897	115	27 %	\$1,498	49	14 %	\$816
BENJAMIN RUSH	19	26 %	\$1,368	93	15 %	\$825	66	17 %	\$805	36	25 %	\$1,209

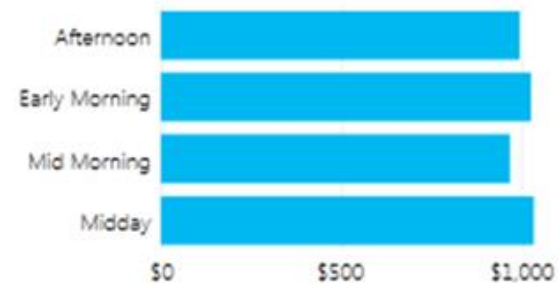
EFFICIENCY BY TIME OF DAY

Sales Efficiency by Tour Time

Afternoon
 Early Morn...
 Mid Morn...
 Midday

Tours	Net Closed	% Pending	Cancellations	Net VPG
2,364	17 %	62 %	10 %	\$996

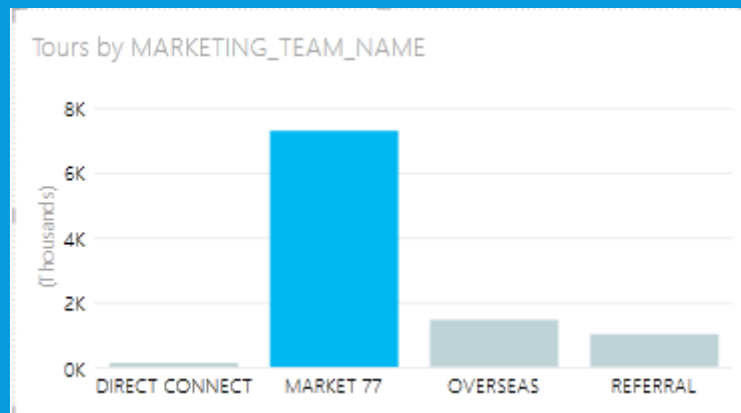
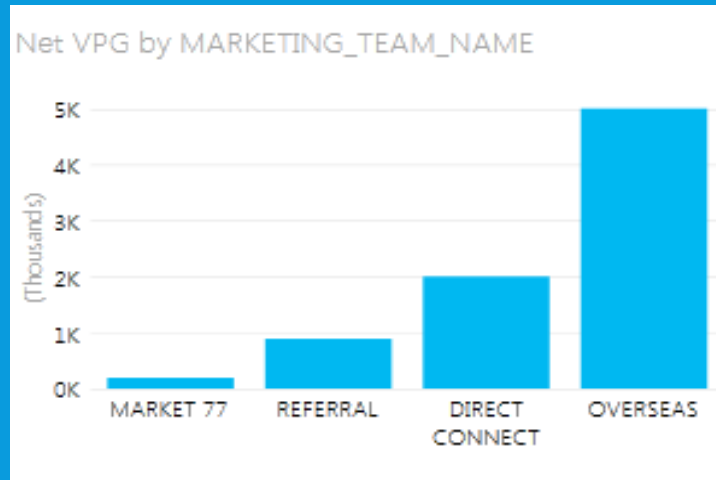
Net VPG by TimeofDay



Early Morning = Before 9:00am
 Mid Morning = 9:30am-11:15am
 Midday = 11:30am-1:30pm
 Afternoon = After 1:30pm

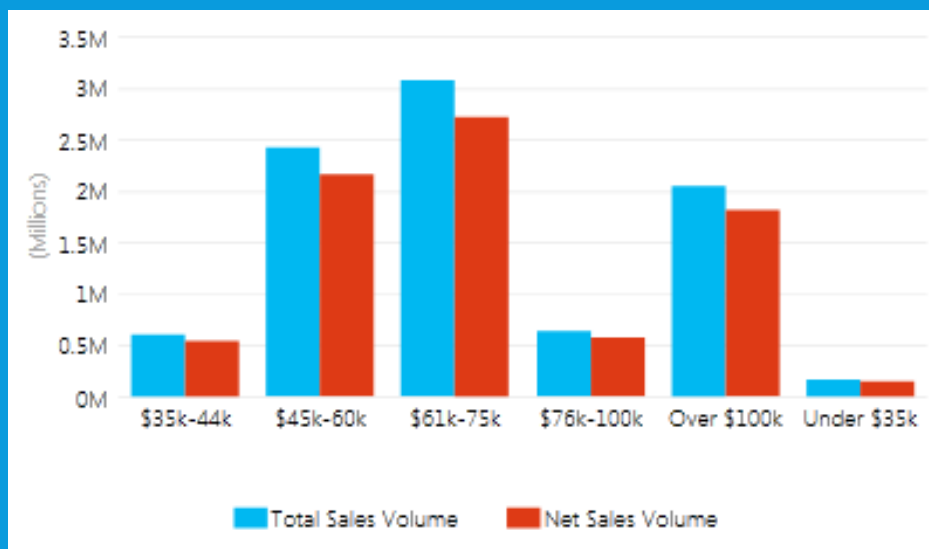
TimeofDay	Afternoon			Early Morning			Mid Morning			Midday		
	Tours	Net Closed	Net VPG	Tours	Net Closed	Net VPG	Tours	Net Closed	Net VPG	Tours	Net Closed	Net VPG
SALES_REP	262			247			198			139		
ABRAHAM CLARK	61	20 %	\$923	52	19 %	\$1,091	28	25 %	\$1,413	29	24 %	\$1,193
ARTHUR MIDDLETON	14	43 %	\$2,559	81	19 %	\$997	37	22 %	\$1,258	17	35 %	\$2,187
BEN FRANKLIN	42	14 %	\$974	34	3 %	\$229	39	5 %	\$142	52	6 %	\$398
BENJAMIN HARRISON	97	9 %	\$539	258	17 %	\$897	115	27 %	\$1,498	49	14 %	\$816
BENJAMIN RUSH	19	26 %	\$1,368	93	15 %	\$825	66	17 %	\$805	36	25 %	\$1,209

MARKETING STATISTICS



RESORT ▲	MARKETING_VENUE_NAME	Tours	Net Closed	Net VPG	Cancellations	Cancellations Status
Boston		132	23 %	\$1,241	6 %	✓
Boston	AREA 33	681	19 %	\$1,106	10 %	!
Boston	DOGWOOD CENTER	763	17 %	\$945	14 %	✗
Boston	JJ	28	21 %	\$1,441		
Boston	LANDING ZONE	159	16 %	\$974	7 %	✓
Boston	PENNY LANE	183	24 %	\$1,429	2 %	✓
Boston	STAR 55	83	18 %	\$1,081	6 %	✓
Chicago		143	24 %	\$1,369	19 %	✗
Chicago	CRACKER JACK	338	26 %	\$1,578	19 %	✗
Chicago	GETAWAY	482	20 %	\$1,152	13 %	!
Chicago	MUSIC CITY	78	8 %	\$455	25 %	✗

SALES BY CUSTOMER INCOME

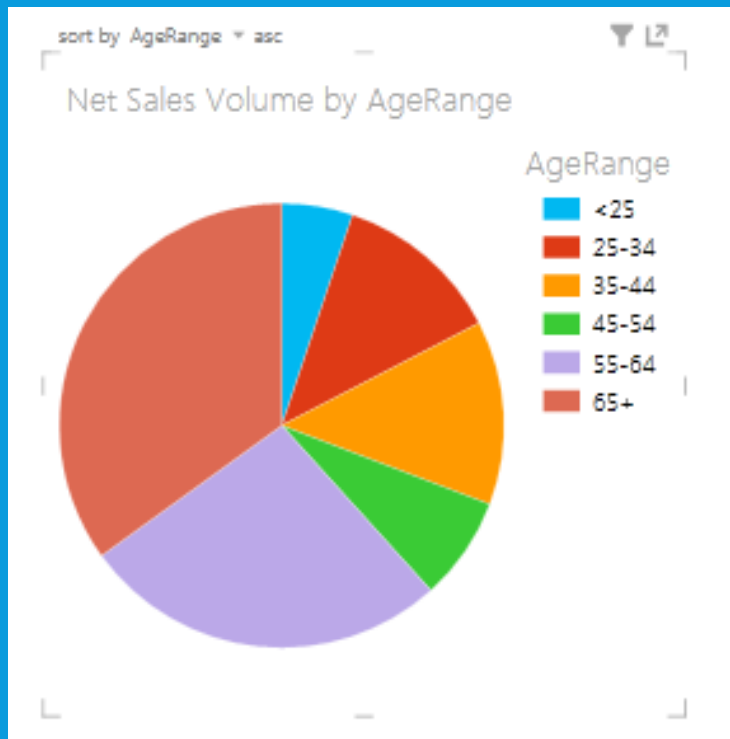


City Selection: Boston Chicago New Orle...

IncomeRange	Total Sales Volume	Net Sales Volume
\$35k-44k	\$154,205	\$146,205
\$45k-60k	\$590,505	\$523,605
\$61k-75k	\$332,356	\$291,156
\$76k-100k	\$288,100	\$277,700
Over \$100k	\$725,100	\$642,800
Under \$35k	\$60,400	\$55,200

IncomeRange	Sales	Net Closed	Net Sales	% Pending	Cancellations	Cancellations Status	Net Sales Volume	Net VPG
\$35k-44k	118	18 %	106	56 %	10 %	!	\$540,836	\$1,031
\$45k-60k	483	21 %	432	59 %	11 %	!	\$2,156,306	\$1,201
\$61k-75k	619	18 %	551	62 %	11 %	!	\$2,722,082	\$1,023
\$76k-100k	125	19 %	112	66 %	10 %	!	\$569,200	\$1,109
Over \$100k	394	19 %	347	62 %	12 %	!	\$1,813,605	\$1,099
Under \$35k	32	13 %	29	55 %	9 %	✓	\$149,299	\$770
Total	1,771	19 %	1,577	61 %	11 %	!	\$7,951,328	\$1,084

SALES BY CUSTOMER AGE



AgeRange ▲	Boston	Chicago	New Orleans	Phoenix	Portland	Savannah
<25	\$91,300	\$97,000	\$45,710		\$66,200	\$113,300
25-34	\$302,701	\$95,800	\$132,401		\$193,401	\$253,400
35-44	\$332,905	\$159,300	\$162,500		\$127,700	\$289,300
45-54	\$161,500	\$126,200	\$71,205		\$105,500	\$138,902
55-64	\$454,255	\$559,105	\$359,300		\$289,829	\$479,001
65+	\$504,405	\$1,073,298	\$365,305	\$6,900	\$415,200	\$433,400

AgeRange	Sales	Net Closed	Net Sales	% Pending	Cancellations	Cancellations Status	Net Sales Volume ▾	Net VPG
65+	616	26 %	540	47 %	12 %	!	\$2,798,508	\$1,528
55-64	480	24 %	430	59 %	10 %	!	\$2,141,490	\$1,326
35-44	240	21 %	219	76 %	9 %	✓	\$1,071,705	\$1,154
25-34	230	18 %	205	72 %	11 %	!	\$977,703	\$967
45-54	127	25 %	120	63 %	6 %	✓	\$603,307	\$1,438
<25	94	24 %	85	73 %	10 %	✓	\$413,510	\$1,294
Total	1,787	23 %	1,599	60 %	11 %	!	\$8,006,223	\$1,307