

SMART Report Sample Sheet

**For illustrative purposes only. All ACN, Trade Name and Sales Figures are fictitious.
All formatted reports are available on CD-ROM or hard-copy paper.**

Report #1 lists all agencies by state and city that had sales during the current or previous year with the subscribing carrier. Subtotals are provided for each city and state and a grand total is provided at the end. The compiled data is sorted alphabetically by state first, secondly by city, and thirdly by agency name. There is a short summary of each state's subtotals at the end of the report to allow a national sales manager to see a quick overview of how each state is doing. See example below. YTD=Year to Date Carrier Sales. PYR=Prior Year Carrier Sales.

U.S. Travel Agency Sales sorted by State, City and Trade Name (Report #1)

AGENCY	TRADE NAME	JUN'04	JUN'03	% CHG	YTD'04	YTD'03	% CHG	PYR SALE
MESA, AZ								
11111110	TravelI	7,830	11,018	-29%	20,625	72,483	-72%	97,918
11111111	TravelA	0	0	0%	0	2,631	-100%	5,875
**Subtotal	(Mesa, AZ)	7,830	11,018	-29%	20,625	75,114	-73%	103,793
TEMPE, AZ								
11111112	TravelB	-2,496	1,897	-100%	6,992	15,333	-54%	14,396

Report #2 lists the top 300 agency accounts nationwide based on the year-to-date total sales with the subscribing carrier. Agencies are listed in descending order according to YTD sales. This report is also available ranked according to current month sales instead of year-to-date (Report #2A). See example below.

Top 300 Agencies in the U.S. Ranked According to YTD Sales (Report #2)

RANK	ACN	TRADE NAME	ADDRESS	YTD DOM	YTD INTL	YTD TOTAL	PYR SALES
1	11111113	TravelC	Houston, TX	24,665	421,570	446,235	482,404
2	11111114	TravelD	San Jose, CA	5,332	438,830	444,162	417,011
3	11111115	TravelE	Los Altos, CA	19,954	421,815	441,769	727,148

Report #3 lists the top 300 locations nationwide according to percentage growth in sales from the preceding year, with the subscribing carrier. Agencies are listed in descending order according to percentage growth (only agencies with over \$2,000 in YTD total sales for this year and \$1,000 in YTD total sales for the previous year are considered for this report). This eliminates newly approved agencies and agencies that may have an exaggerated % growth by selling one ticket last year and five tickets this year. This report is also available ranked according to percentage growth in current month sales instead of year-to-date (Report #3A). See example below.

Top 300 Agencies in the U.S. Ranked According to % Growth in YTD Sales (Report #3)

RANK	ACN	TRADE NAME	ADDRESS	% GROWTH	'04 YTD	'03 YTD	PYR SALES
109	11111116	TravelF	Wichita, TX	1320.9%	19,836	1,396	1,396
110	11111117	TravelG	Upland, CA	1313.2%	14,358	1,016	15,469
111	11111118	TravelH	Chicago, IL	1311.0%	27,739	1,966	46,859

Report #4 follows the 20/80 principle (20% of your locations will account for 80% of your sales) and lists the top 20% of agencies in each state according to their year-to-date total sales with the subscribing carrier. Subtotals are provided for each state and agencies are listed from highest to lowest within each state. See example below.



Top Producing Agencies by State (Report #4)

RANK	ACN	TRADE NAME	JUN'04	JUN'03	% CHG	YTD'04	YTD'03	% CHG	PYR SALES
50	11111119	TravelI	1,496	0	100%	8,279	183	4424%	9,602
**Subtotal	(MN)		422,023	102,368	312%	2,051,332	546,759	275%	1,300,166
MS									
1	11111120	TravelJ	37,777	3,590	952%	90,135	15,501	481%	72,482
2	11111121	TravelK	21,068	0	100%	45,857	0	100%	0

Report #5 computes the subscribing carrier's market share percentage for each agency that had sales on that carrier within the current or previous year. The statistics are stratified by domestic, international, and total sales where **C=Subscribing Carrier Sales, I=Industry Sales, and M=Market Share %**. Subtotals are provided for each state and agencies are sorted by state, then city, and agency code number. The report contains a summary of each state's subtotals at the end. See example below.

Market Share Statistics (Report #5)

ACN	TRADE NAME	DOM SALES	INTL SALES	TOTAL SALES	TYPE
Alexander City, AL 11111122	TravelL	0	1,776	1,776	C
		47,051	17,657	64,708	I
		0.0%	10.1%	2.7%	M

Report #6 generates sales figures for each of the 12 largest chains of agencies nationwide. Agencies are listed within each chain in descending order based on their YTD total sales with the subscribing carrier. Satellite ticket printers (STP's) are listed below the host office. Subtotals are provided for each chain. Note that these figures encompass only the corporately owned locations and do not include franchises or those related only by consortium. See example below.

National Chains Sales Summary (Report #6)

ACN	State, City	JUN'04	JUN'03	YTD'04	YTD'03	PYR SALE	TRADE NAME
TravelM 11111123	New York, NY	4,879	0	156,756	11,487	65,983	TravelN
11111124	Bloomfield, NJ	47,828	27,748	110,263	77,479	141,858	TravelO
* S 11111125	Orange, CT	0	0	1,263	0	0	TravelP
11111126	New York, NY	11,219	39,814	65,611	119,610	207,549	TravelQ

Report #7 is the unformatted raw data file that contains the subscribing carrier's monthly sales activity output on a **CD-ROM**. Each record contains the agency code number (ACN), trade name, physical address, phone number, home office ACN, current month's carrier domestic sales, carrier international sales, and commission. The file comes in an ASCII fixed length format which allows for easy importing into a variety of spreadsheet software. Industry domestic, international, and YTD fields can be added to this report for an additional fee.

If a carrier chooses to identify specific sales areas instead of receiving nationwide statistics, **Localized Output Reports (#8, #9, #10)** are available (uses the same specifications as Reports #1, #4 and #5). The carrier would provide ARC with the geographic specifications, which ARC would use to create the localized report. Additional fees apply.

Customized Reports - If a carrier would like to have any of the reports altered to fit their needs, or perhaps wants a totally different report altogether, we will do our best to accommodate the request (within the constraints of the data available to us). Customizing any report increases the price. Also, if the carrier wishes to receive statistics on ALL ARC agencies, instead of only the ones that they have done business with, this is possible with an increased monthly fee.