

**Promo Mailer w/Resulting Inquiries**  
**T100 - Marketing ROI Report**

Res Card Date From: 1/1/2001  
 Res Card Date To: 10/10/2013

Res Card Create Date	Client Name	Res Card No.	Marketing Source	Trip Start Date	Destination	Vendor Name	Total Sale	Total Comr
<b>Alice Martin</b>								
1/26/2009	Butler/Scarlett	271		1/26/2009	United States	Tauk Tours	0.00	0.00
6/4/2012	Thrasher/Matthew	288		8/2/2004		Tauk Tours	2,500.00	250.00
						<b>Alice Martin</b>	<b>2,500.00</b>	<b>250.00</b>
<b>Jenny Logan</b>								
6/13/2001	Brown/Mary	75		6/13/2001		Funjet Vacations ***	478.00	47.80
12/12/2001	Schwab/Melinda	101		10/7/2001		American Airlines	0.00	0.00
12/12/2001	Schwab/Melinda	101		10/7/2001		Hilton Hotels	420.00	42.00
2/1/2003	Drewe/Patreen	161	Princess DM 3/5/12	5/11/2004		Hilton Waikoloa Village	2,310.00	210.00
9/24/2003	Barnes/Brenda	233		11/5/2008		Tauk Tours	550.00	0.00
4/28/2012	Thompson/Jan	294		11/18/2012	Africa	Princess Cruise Lines	5,500.00	650.00
						<b>Jenny Logan</b>	<b>9,258.00</b>	<b>949.80</b>
<b>Mary Jones</b>								
1/5/2001	Anderson/Ed	15	2012 May E-Zine	5/10/2001	United States	Funjet Vacations ***	523.92	52.39
2/15/2003	Wonderly/Alice	287		9/1/2014	British Isles (England, S	Globus	0.00	0.00
8/20/2003	Jones/Carolyn	55	Crystal Mediterranean	10/2/2001	Europe/Russia	Crystal Cruises	0.00	0.00
5/3/2007	Gerard/Rhoda	269		5/3/2007	Europe/Russia	United Vacations	0.00	0.00
7/26/2007	Schwab/Mindy	280		8/5/2004	Europe/Russia	Thistle Hotels	440.00	40.00
7/26/2007	Schwab/Mindy	280		8/5/2004	Europe/Russia	Continental Vacations	0.00	0.00
6/5/2012	Bryant/Jack & Jill	278		6/5/2012		Globus	0.00	0.00
						<b>Mary Jones</b>	<b>963.92</b>	<b>92.39</b>
<b>Mindy Schwab</b>								
12/10/2001	Chavez/Laurie	100		12/10/2001		American Airlines	112.00	5.00
12/10/2001	Chavez/Laurie	100		12/10/2001		Carnival Cruise Line	1,650.00	225.00
7/7/2002	Anderson/Ed	127		4/1/2002	Caribbean	GoGo Worldwide Vacations	0.00	0.00
6/16/2003	Cady/Steven	49	2013 June Ezine	4/22/2001	Africa	Avanti Tours	7,190.00	2,010.00
10/12/2003	Schroeder/Nancy	239		12/13/2004	Caribbean	Carnival Cruise Line	1,947.00	213.70
10/26/2003	Terris/Lynn	242		10/26/2003	Australia/New Zealan	Japan and Orient Tours	0.00	0.00
9/27/2004	Able/Ken	303		1/8/2005	Caribbean	Carnival Cruise Line	500.00	0.00
9/27/2004	Able/Ken	303		1/8/2005	Caribbean	Carnival Cruise Line	1,845.00	225.00
5/3/2007	Wilson/Madeline	270		5/3/2007	Australia/New Zealan	United Vacations	0.00	0.00
2/22/2011	Able/Ken	382	2012 May E-Zine	9/28/2011	British Isles (England, S	Silversea Cruises LTD	16,670.00	2,828.00
2/22/2011	Able/Ken	382	2012 May E-Zine	9/28/2011	British Isles (England, S	Travel Bound	2,000.00	240.00
2/22/2011	Able/Ken	382	2012 May E-Zine	9/28/2011	British Isles (England, S	Japan and Orient Tours	150.00	15.00
2/22/2011	Able/Ken	382	2012 May E-Zine	9/28/2011	British Isles (England, S	Hyatt Regency San Francisco Airp	229.00	22.90
4/15/2011	Able/Ken	281	2013 June Ezine	12/18/2012	France	Continental Vacations	3,190.00	390.00
6/4/2012	Cantillon/John	279		8/23/2006	Canada	Yankee Holidays	385.00	35.00
						<b>Mindy Schwab</b>	<b>35,868.00</b>	<b>6,209.60</b>
<b>Sharon Meyer</b>								
1/5/2001	Armando/Bart	14	2012 May E-Zine	4/30/2001	United States	Funjet Vacations ***	1,070.28	107.70

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2/27/2001	Smith/John	37		3/29/2002		Princess Cruise Lines	7,000.00	1,190.00
4/4/2001	Schwab/Mindy	45		9/17/2001		Travel Bound	700.00	84.00
4/20/2001	Jenefsky/Cindy	56	Crystal Mediterranean	9/3/2003	Europe/Russia	Crystal Cruises	3,000.00	360.00
4/27/2001	Armando/Bart	57		6/1/2001		Avanti Tours	1,600.00	192.00
6/13/2001	Brown/Jon	74	Cruise Night Jan. 2001	6/13/2001		Wind Star	20,000.00	3,400.00
7/11/2001	Foran/Dave	42		10/21/2005		Abercrombie & Kent	9,950.00	1,000.00
8/5/2001	Jonker /Ken	2	2011 June Crystal DM	10/5/2001	Africa	Abercrombie & Kent	12,000.00	1,800.00
8/5/2001	Jonker /Ken	2	2011 June Crystal DM	10/5/2001	Africa	Travel Bound	1,000.00	120.00
8/27/2001	Rosen/Steve	3	2011 June Crystal DM	9/1/2000	Central America	Holland America Line	4,450.00	602.00
8/27/2001	Rosen/Steve	3	2011 June Crystal DM	9/1/2000	Central America	Insurance Company of America	250.00	87.50
8/27/2001	Rosen/Steve	3	2011 June Crystal DM	9/1/2000	Central America	American Airlines	1,050.55	50.00
9/12/2001	Costa/Dan	93	2011 June Crystal DM	9/14/2002	Asia	Japan and Orient Tours	2,500.00	250.00
12/15/2001	Rosen/Steve	102		11/10/2005		Carnival Cruise Line	2,000.00	400.00
5/22/2002	Jones/Tom	106		5/22/2002		Funjet Vacations ***	550.00	50.00
6/7/2002	Myosoko/Lu	113	2012 May E-Zine	9/1/2002	Las Vegas	Funjet Vacations ***	657.80	59.80
6/7/2002	Dechter/Brad	114	2012 May E-Zine	10/9/2002	Las Vegas	Funjet Vacations ***	465.30	42.30
6/28/2002	Weinbrand/I	90		10/3/2002	Disney	Delta Vacations	1,540.00	140.00
7/1/2002	Wixon/Amanda	123		11/7/2002		Continental Vacations	1,650.00	150.00
7/7/2002	Workman/Vicki	129		1/5/2003	Caribbean	GoGo Worldwide Vacations	0.00	0.00
9/9/2002	Watkins/Sam And Shirley	147	Princess DM 3/5/12	1/7/2003		Continental Vacations	3,517.80	319.80
10/5/2002	Slope/Roger	155	Princess DM 3/5/12	11/20/2002		Continental Vacations	1,550.00	150.00
10/5/2002	Sheen/John & Carol	156	Princess DM 3/5/12	3/31/2003		Hilton Hotels	165.00	15.00
10/27/2002	Henke/Rich	162	Princess DM 3/5/12	10/8/2003		Hilton Waikoloa Village	897.60	81.60
11/9/2002	Taylor/Lynn	166	Carnival mailing 12/1/0	12/6/2002		Carnival Cruise Line	299.00	29.80
1/3/2003	Davis/Jim	176		8/9/2003		Holland America Line	2,932.00	300.00
6/24/2003	Welch/Diane	138		10/2/2002		Tauk Tours	1,100.00	100.00
9/1/2003	Drewe/Patreen	115	2012 May E-Zine	2/6/2004	Las Vegas	Funjet Vacations ***	438.90	39.90
9/10/2003	Henke/Rich	86	2011 June Crystal DM	7/24/2001	Europe/Russia	Crystal Cruises	5,750.00	750.00
9/24/2003	Armando/Bart	230		12/7/2012		Princess Cruise Lines	3,450.00	340.00
9/24/2003	Armando/Bart	231		11/5/2008		Tauk Tours	550.00	0.00
10/5/2003	Wilson/Madeline	237		9/1/2004	Hawaii	Classic Vacations ****	2,750.00	300.00
10/14/2003	Richardson/Mike	143		8/9/2004		Royal Caribbean Cruises	3,336.00	289.80
10/14/2003	Richardson/Mike	143		8/9/2004		Carnival Cruise Line	2,416.00	314.70
10/16/2003	Jones/Bob And Lynn	241	2012 May E-Zine	6/3/2004	Las Vegas	Funjet Vacations ***	584.98	64.30
12/23/2003	Rainer/Louis	244		2/4/2004	Hawaii	Classic Vacations ****	1,670.00	192.00
4/25/2004	Deniston/Peter And Eileen	266		4/25/2004		Delta Vacations	0.00	0.00
6/20/2004	Dechter/Brad	290		6/20/2004		Carnival Cruise Line	4,800.00	600.00
1/28/2005	Amaral/Steve	312	Princess DM 3/5/12	10/21/2005		American Airlines	613.60	0.00
1/28/2005	Amaral/Steve	312	Princess DM 3/5/12	10/21/2005		Comfort Stes Arpt N Cruise Port	132.99	0.00

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1/28/2005	Amaral/Steve	312	Princess DM 3/5/12	10/21/2005		ABC Vendor	0.00	0.0
4/24/2007	Bryant/Jack & Jill	183		4/24/2007		Holland America Line	0.00	0.0
4/24/2007	Schwab/Mindy	370		7/14/2007	Disney	Walt Disney Parks and Resorts	1,913.34	191.3
5/3/2007	Schwab/Mindy	163	2011 June Crystal DM	5/21/2002	Europe/Russia	Cunard Cruise Line	1,266.25	139.2
5/3/2007	Schwab/Mindy	163	2011 June Crystal DM	5/21/2002	Europe/Russia	American Airlines	148.50	0.0
5/3/2007	Touch/Chris	289	Carnival Mailing 3/04	4/2/2004		Carnival Cruise Line	600.00	67.5
5/21/2008	Schwab/Mindy	375		11/11/2008	Europe/Russia	Cunard Cruise Line	6,825.00	780.0
12/20/2008	Stone/Jenny	111	2011 June Crystal DM	12/11/2011	Europe/Russia	Continental Vacations	3,520.87	328.8
8/26/2009	Able/Ken	366	2011 June Crystal DM	8/26/2009	Hawaii	Pleasant Holidays	4,118.00	411.8
9/1/2009	Blue/Michael	33		10/4/2012	United States	Tauck Tours	3,000.00	360.0
2/9/2010	Berman/Kris	385		6/5/2011		Carnival Cruise Line	2,810.08	421.5
2/27/2011	Greene/Colin And Katie	187	2012 May E-Zine	8/26/2012	Mexico	Princess Cruise Lines	2,118.34	268.5
2/27/2011	Greene/Colin And Katie	187	2012 May E-Zine	8/26/2012	Mexico	Funjet Vacations ***	550.00	60.0
3/13/2011	Able/Ken	13	2012 May E-Zine	3/17/2012	Pacific Rim	Silversea Cruises LTD	16,670.00	2,828.0
3/13/2011	Able/Ken	13	2012 May E-Zine	3/17/2012	Pacific Rim	Travel Bound	2,000.00	240.0
3/13/2011	Able/Ken	13	2012 May E-Zine	3/17/2012	Pacific Rim	Japan and Orient Tours	150.00	15.0
5/19/2011	Able/Ken	356	Princess DM 3/5/12	10/30/2012	New York City	Funjet Vacations ***	1,061.66	61.1
7/12/2011	Able/Ken	384	Princess DM 3/5/12	6/26/2012	Thailand	Carnival Cruise Line	2,371.82	302.7
3/20/2012	Able/Ken	110	2011 June Crystal DM	4/1/2013	Europe/Russia	Crystal Cruises	7,000.00	980.0
4/1/2012	Able/Ken	285	2012 May E-Zine	12/14/2012	Las Vegas	Funjet Vacations ***	965.38	107.3
5/2/2012	Able/Ken	389	2011 June Crystal DM	9/15/2013	Hawaii	Classic Vacations ****	4,000.00	425.0
5/10/2012	Able/Ken	391	2011 June Crystal DM	9/15/2013	Alaska	Classic Vacations ****	10,000.00	425.0
5/10/2012	Able/Ken	391	2011 June Crystal DM	9/15/2013	Alaska	Classic Vacations ****	3,500.00	425.0
5/10/2012	Able/Ken	391	2011 June Crystal DM	9/15/2013	Alaska	Classic Vacations ****	3,500.00	425.0
5/20/2012	Amaral/Steve	224		12/7/2012		Princess Cruise Lines	4,274.00	402.0
5/20/2012	Amaral/Steve	224		12/7/2012		Princess Cruise Lines	824.00	62.0
6/1/2012	Barrymore/Les	226		12/7/2012		Princess Cruise Lines	6,525.00	630.0
8/16/2012	Able/Ken	301	2011 June Crystal DM	6/26/2005	Caribbean	Carnival Cruise Line	2,371.82	302.7
8/16/2012	Able/Ken	301	2011 June Crystal DM	6/26/2005	Caribbean	CSA	128.00	32.0
8/16/2012	Able/Ken	301	2011 June Crystal DM	6/26/2005	Caribbean	Classic Vacations ****	3,500.00	425.0
6/21/2013	Jonker /Ken	395		9/28/2013		Carnival Cruise Line	2,085.48	0.0
						<b>Sharon Meyer</b>	<b>206,185.34</b>	<b>25,089.0</b>
						<b>Agency Total:</b>	<b>254,775.26</b>	<b>32,591.4</b>

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						American Airlines	1,924.65	55.0
						<b>Air</b>	<b>1,924.65</b>	<b>55.0</b>
						Comfort Stes Arpt N Cruise Port	132.99	0.0
						Hilton Hotels	585.00	57.0
						Hilton Waikoloa Village	3,207.60	291.6
						Hyatt Regency San Francisco Airpr	229.00	22.9
						Thistle Hotels	440.00	40.0
						<b>Hotel</b>	<b>4,594.59</b>	<b>411.5</b>
						ABC Vendor	0.00	0.0
						Carnival Cruise Line	25,696.20	3,102.7
						Crystal Cruises	15,750.00	2,090.0
						Cunard Cruise Line	8,091.25	919.2
						Holland America Line	7,382.00	902.0
						Princess Cruise Lines	29,691.34	3,542.5
						Royal Caribbean Cruises	3,336.00	289.8
						Silversea Cruises LTD	33,340.00	5,656.0
						Wind Star	20,000.00	3,400.0
						<b>Cruise</b>	<b>143,286.79</b>	<b>19,902.3</b>
						CSA	128.00	32.0
						Insurance Company of America	250.00	87.5
						<b>Insurance</b>	<b>378.00</b>	<b>119.5</b>
						Globus	0.00	0.0
						<b>Rail</b>	<b>0.00</b>	<b>0.0</b>
						Abercrombie & Kent	21,950.00	2,800.0
						Avanti Tours	8,790.00	2,202.0
						Classic Vacations ****	28,920.00	2,617.0
						Continental Vacations	13,428.67	1,338.6
						Delta Vacations	1,540.00	140.0
						Funjet Vacations ***	7,346.22	693.3
						Globus	0.00	0.0
						GoGo Worldwide Vacations	0.00	0.0
						Japan and Orient Tours	2,800.00	280.0
						Pleasant Holidays	4,118.00	411.8
						Tauck Tours	7,700.00	710.0
						Travel Bound	5,700.00	684.0
						United Vacations	0.00	0.0
						Walt Disney Parks and Resorts	1,913.34	191.3
						Yankee Holidays	385.00	35.0
						<b>Tour</b>	<b>104,591.23</b>	<b>12,103.1</b>

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<b>Vendor Total:</b>							<b>254,775.26</b>	<b>32,591.4</b>