

This report relies on ResCard data from ClientBase. It is intended to be used in reviewing past operating results and to monitor and manage increasing yields on trips by charging for services and offering additional goods and services. You may want to start by focusing on your yields on Trips(ResCards). Yield is the revenue (commissions) you are receiving divided by the sales. You can look at your average yield for the total agency. Then focus on those agents/trips that are below that yield level.

Look at all the opportunities to sell shore excursions to cruise customers. How many of your cruise rescards have shore excursions? The numbers are in maroon for each agent/branch. Tours with start dates on or after the start date of the cruise and end dates on or before the cruise end date are identified as shore excursions.

This report provides the capability to find all ResCards that have had reservations modified or added during a period, subject to the range set for ResCard Create Dates and Travel Dates. If you restrict either one of these, you will only get ResCards for those date ranges. For Example if you leave the default dates in place for ResCards (1/1/2010 to current date) and Travel Dates (1/1/2015 - 12/31/2018), when you enter a Reservation date range of 3/1/2015 - 3/31/2015 should see all ResCards that were added or modified during March 2015. However, if you set the ResCard date range to 3/1/2015-3/31/2015, you would not see any ResCards created prior to March 2015 that were modified in March 2015. Those reservations added during the Reservation date range show an "A" as a prefix. Those only modified during the period have a "M" prefix. Those with no prefix had no activity during the selected period.

In addition to dates, you have a number of other options. You can select between branches and agents, all travel categories and some, and different report formats.

Revenue By ResCard - Detail - All ResCards

Client Name	Rescard Line	Create	Start	End	Nmbr	Sales Amt	Commission	Disc/Markup	Total Rev	Destination			
Reserved	Vendor Name	Reservation Line			Pax	Sales Amt	Commission	Disc/MarkUp	Total Rev	Yield	Dom/Int'l (Air Only)		
	Agent Name		Agent or Branch		Total Line	Sales Amt	Commission	Disc/Markup	Total Rev	Yield	% of Total	RsCrds	Rsrvtn
Agent or Branch Summary Data			Average ResCard Sales	Average ResCard Revenue		Average Reservation Sales			Average Reservation Revenue			Average Reservation Per ResCard	
Judy Jones													
Johnson/Judy		5/4/15	6/26/15	7/13/15	762	2,969.16	.00	-	.00	0.00%	Turkey		
5/4/15	British Airways		Air		2	2,969.16	.00	-	.00	0.00%	I		
Johnson/Judy		5/5/15	5/28/15	6/1/15	765	928.40	.00	-	.00	0.00%			
5/5/15	Alaska Airlines		Air		1	464.20	.00	-	.00	0.00%	D		
5/5/15	Alaska Airlines		Air		1	464.20	.00	-	.00	0.00%	D		
Johnson/Judy		5/6/15	8/13/15	8/20/15	766	2,451.80	235.20	-	235.20	9.59%	Caribbean - Western		
5/6/15	Carnival Cruise Lines		Cruise		2	1,097.80	99.80	-	99.80	9.09%			
5/6/15	ShoreTrips		Tour		2	160.00	16.00	-	16.00	10.00%			
5/6/15	ShoreTrips		Tour		2	278.00	27.80	-	27.80	10.00%			
5/6/15	ShoreTrips		Tour		2	916.00	91.60	-	91.60	10.00%			
Judy Jones						6,349.36	235.20	.00	235.20	3.70%	22.09%	3	7
Averages:		2,116.45	78.40			907.05			33.60				2.33

Judy Jones	Travel Type	Sales	Revenue	Rsrv	Paxs	Pax/Units	Revenue/Rsrv	Revenue/Pax
	Cruise	1,097.800	99.800	1	2	2.00	99.80	49.90
	Tour	1,354.000	135.400	3	6	2.00	45.13	22.57
	Insurance	.000	.000	-	-	-	-	-
	Fees	0.00	.000	-	-	-	-	-

0 ResCards with fees of

3 Total ResCards

0 Cruise Shore Excursions

Rescard Create Date From:

Reservation Activity From: 5/1/15

ResCard Trip Start Date From: 1/1/15

Rescard Create Date To:

Reservation Activity To: 5/31/15

ResCard Trip Start Date To: 12/31/15

2/14/16 8:51:02PM

Revenue By ResCard - Detail - All ResCards

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Client Name	Rescard Line	Create	Start	End	Nmbr	Sales Amt	Commission	Disc/Markup	Total Rev	Destination			
Reserved	Vendor Name	Reservation Line			Pax	Sales Amt	Commission	Disc/Markup	Total Rev	Yield	Dom/Int'l (Air Only)		
Agent Name		Agent or Branch			Total Line	Sales Amt	Commission	Disc/Markup	Total Rev	Yield	% of Total	RsCrds	Rsrvtn
Agent or Branch		Average ResCard Sales	Average ResCard Revenue	Average Reservation Sales			Average Reservation Revenue			Average Reservation Per ResCard			
Summary Data													
Ken Jonker													
Dechter/Brad		5/15/15	7/3/15	7/12/15	767	6,353.00	485.94	-	485.94	7.65%			
5/15/15	Pleasant Holidays		Tour		2	6,353.00	485.94	-	485.94	7.65%			
Dechter/Brad		5/18/15	10/1/15	10/11/15	771	6,064.00	758.70	-	758.70	12.51%			
5/18/15	Princess Cruises		Cruise		2	6,064.00	758.70	-	758.70	12.51%			
Ken Jonker						12,417.00	1,244.64	.00	1,244.64	10.02%	43.20%	2	2
Averages:		6,208.50	622.32	6,208.50			622.32			1.00			

Ken Jonker	Travel Type	Sales	Revenue	Rsrv	Paxs	Pax/Units	Revenue/Rsrv	Revenue/Pax	
	Cruise	6,064.000	758.700	1	2	2.00	758.70	379.35	
	Tour	6,353.000	485.940	1	2	2.00	485.94	242.97	
	Insurance	.000	.000	-	-	-	-	-	
	Fees	0.00	.000	-	-	-	-	-	
0	ResCards with fees of	2	Total ResCards	0					Cruise Shore Excursions

Rescard Create Date From: 2/14/16 8:51:02PM
 Rescard Create Date To:
 Reservation Activity From: 5/1/15
 Reservation Activity To: 5/31/15
 Revenue By ResCard - Detail - All ResCards
 ResCard Trip Start Date From: 1/1/15
 ResCard Trip Start Date To: 12/31/15
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Client Name	Rescard Line	Create	Start	End	Nmbr	Sales Amt	Commission	Disc/Markup	Total Rev	Destination			
Reserved	Vendor Name	Reservation Line			Pax	Sales Amt	Commission	Disc/Markup	Total Rev	Yield	Dom/Int'l (Air Only)		
Agent Name		Agent or Branch			Total Line	Sales Amt	Commission	Disc/Markup	Total Rev	Yield	% of Total	RsCrds	Rsrvtn
Agent or Branch		Average ResCard Sales	Average ResCard Revenue	Average Reservation Sales			Average Reservation Revenue			Average Reservation Per ResCard			
Summary Data													
Paul Jonker													
Dechter/Brad		5/15/15	7/19/15	7/24/15	758	1,450.00	185.06	-	185.06	12.76%			
5/15/15	Pleasant Holidays		Tour		2	1,450.00	185.06	-	185.06	12.76%			
Dechter/Brad		5/15/15	11/19/15	11/29/15	768	8,526.00	598.79	-	598.79	7.02%			
5/15/15	Pleasant Holidays		Tour		2	8,526.00	598.79	-	598.79	7.02%			
Paul Jonker						9,976.00	783.85	.00	783.85	7.86%	34.71%	2	2
Averages:		4,988.00	391.93	4,988.00			391.93			1.00			

Paul Jonker	Travel Type	Sales	Revenue	Rsrv	Paxs	Pax/Units	Revenue/Rsrv	Revenue/Pax	
	Cruise	.000	.000	-	-	-	-	-	
	Tour	9,976.000	783.850	2	4	2.00	391.93	195.96	
	Insurance	.000	.000	-	-	-	-	-	
	Fees	0.00	.000	-	-	-	-	-	
0	ResCards with fees of	2	Total ResCards	0					Cruise Shore Excursions

