

PEAK PERFORMANCE: Combining business insight with instinct

We don't need to tell you that the business landscape for small-to-medium sized travel companies is changing at warp speed. There's more competition than ever; marketing strategies that once worked are getting creaky; the sales cycle (the time between first inquiry and booking) often meanders in unpredictable ways; and travelers now expect to be serviced lickety split.

How do you address these challenges? Instead of relying on pure *instinct*, more and more owners and managers are turning to a new generation of affordable reporting tools that deliver true *insight* on the shifting landscape.

PEAK 15's collection of management reports, for example, generate up-to-the-minute snapshots of inquiry, booking, and revenue activity. These reports put at your fingertips exactly how and where these bookings and sales are landing, compared to the same time last year or in any other historical period – illustrating how specific trip categories are performing – by segment (scheduled departures vs. private trips, let's

say), by operational team, destination, country, activity (walking vs. touring trips, for example), and trip length.

Complementing these pre-built reports, is a new report writing tool from PEAK 15 that allows your organi-

Revenue Report (By Trip Length)			
Beginning Date:	1/1/2006		
Ending Date:	12/31/2006		
Period	Previous	Current	
Trip Length	Total	Total	% Chg
1-7 days	\$ 347,010	\$ 412,321	19%
8-14 days	\$ 2,343,240	\$ 5,474,918	134%
15-21 days	\$ 5,893,919	\$ 6,203,657	5%
22-28 days	\$ 1,122,149	\$ 963,953	-14%
28+ days	\$ 293,684	\$ 245,151	-17%
Total	\$ 10,000,000	\$ 13,300,000	33%

zation to easily create its own fully customized reports. Instead of waiting for someone in your organization to manually input scattered data onto an Excel spreadsheet and laboriously perform the analysis, these tools enable you to quickly monitor key areas of your business and identify trends that will ultimately affect your cash flow and the starkly important P&L many months later. Putting this information at your fingertips enables you to plan, react and act *now*.

For example, let's say you're wondering how your walking trips in New Zealand are holding up. A Booking Report shows that you are off from last year's trend and at grave risk of under-selling. Using the Report Builder you identify a highly targeted list of prospects based on past inquiry behavior and send a mailing that drives enough bookings to turn a trip that would have just broken even into one that generated a healthy margin. That's the power of the latest reporting technologies.

NZ Walking Trip Mailing
Total Contacts: 2149

Filter Data

New Group

Information Requests with:

Household Zipcode from 90000 to 99999

and

Trip Activity in this list: Walking

and

Contact Age from 40 to 60

OK Cancel

Contact Full Name

Maggie Salenger

A. Gusffansky

Esther Hsu

Edward Hearst

Frank Petro

Jacqueline Vivian Mohanna

To see just how easy it is for you to build a custom report within PEAK 15, watch this 2 minute [video](#) from Microsoft. Then contact us and we will be happy to discuss how this and other solutions available from PEAK 15 will help you not only save money, but provide insights that will make you money.

James O'Leonard, CEO
Phone: 760-761-4826
E-mail: james@peak15systems.com

www.PEAK15SYSTEMS.com

1010 Linda Vista, Suite 204
San Marcos, CA 92078

