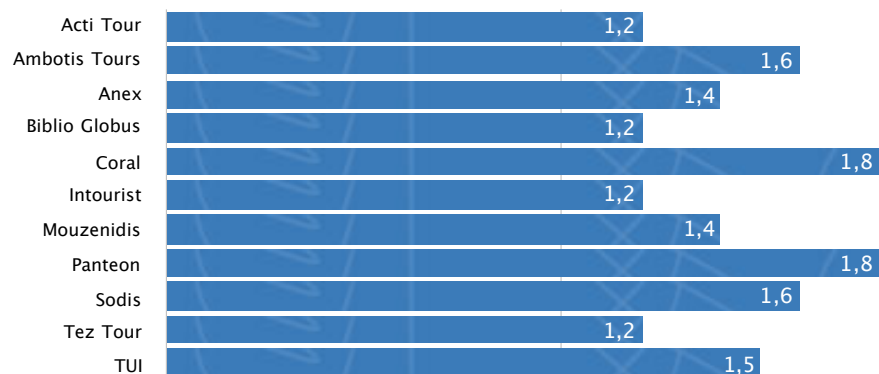


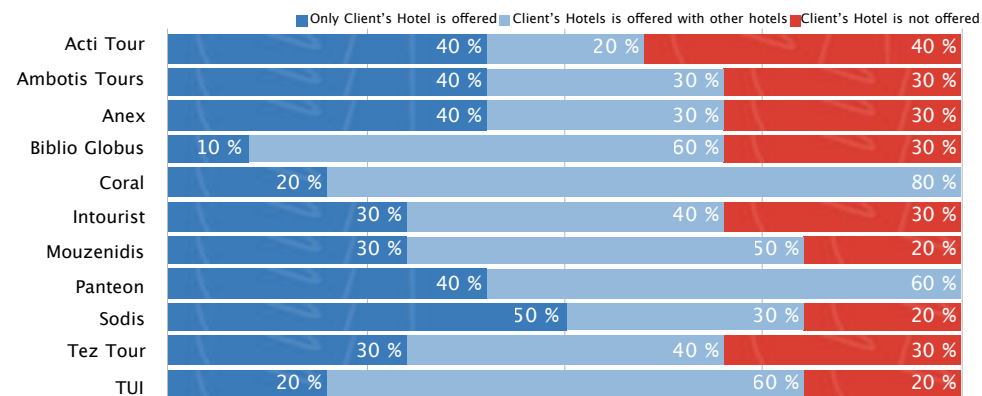
RESULT TABLE BY EACH TOUR OPERATOR

Tour Operator	Max. Points	Average Number of Points	General Result							For Request Type 1 (when Client's Hotels are named)							Request Type 2 (when Client's are not named)						
			Total Number of Calls	Only Client's Hotels are named in % of all calls		Client's Hotels are named together with other hotels in %		No Client's Hotels are named		Number of Calls	Only Client's Hotels are named in % of all calls		Client's Hotels are named together with other hotels in %		No Client's Hotels are named		Number of Calls	Only Client's Hotels are named in % of all calls		Client's Hotels are named together with other hotels in %		No Client's Hotels are named	
				Number of Total Calls	Percentage of Total Calls	Number of Total Calls	Percentage of Total Calls	Number of Total Calls	Percentage of Total Calls		Number of Calls	Percentage of Calls of Type 1	Number of Calls	Percentage of Calls of Type 1	Number of Calls	Percentage of Calls of Type 1		Number of Calls	Percentage of Calls of Type 2	Number of Calls	Percentage of Calls of Type 2	Number of Calls	Percentage of Calls of Type 2
Acti Tour	na	1,2	5	2	40 %	1	20 %	2	40 %	1	1	100 %	0	0 %	0	0 %	4	1	25 %	1	25 %	2	50 %
Ambotis Tours	16	1,6	10	4	40 %	3	30 %	3	30 %	4	3	75 %	0	0 %	1	25 %	6	1	17 %	3	50 %	2	33 %
Anex	14	1,4	10	4	40 %	3	30 %	3	30 %	5	4	80 %	0	0 %	1	20 %	5	0	0 %	3	60 %	2	40 %
Biblio Globus	12	1,2	10	1	10 %	6	60 %	3	30 %	5	1	20 %	2	40 %	2	40 %	5	0	0 %	4	80 %	1	20 %
Coral	18	1,8	10	2	20 %	8	80 %	0	0 %	4	2	50 %	2	50 %	0	0 %	6	0	0 %	6	100 %	0	0 %
Intourist	12	1,2	10	3	30 %	4	40 %	3	30 %	5	3	60 %	2	40 %	0	0 %	5	0	0 %	2	40 %	3	60 %
Mouzenidis	14	1,4	10	3	30 %	5	50 %	2	20 %	5	3	60 %	2	40 %	0	0 %	5	0	0 %	3	60 %	2	40 %
Panteon	na	1,8	5	2	40 %	3	60 %	0	0 %	3	2	67 %	1	33 %	0	0 %	2	0	0 %	2	100 %	0	0 %
Sodis	16	1,6	10	5	50 %	3	30 %	2	20 %	5	5	100 %	0	0 %	0	0 %	5	0	0 %	3	60 %	2	40 %
Tez Tour	12	1,2	10	3	30 %	4	40 %	3	30 %	5	3	60 %	2	40 %	0	0 %	5	0	0 %	2	40 %	3	60 %
TUI	15	1,5	10	2	20 %	6	60 %	2	20 %	4	2	50 %	1	25 %	1	25 %	6	0	0 %	5	83 %	1	17 %
Total / Average		1,4	100	31	32 %	46	45 %	23	23 %	46	29	66 %	12	24 %	5	10 %	54	2	4 %	34	63 %	18	33 %

Average Result by Tour Operators



Proportion of Sales Calls by Each Tour Operator



1,2

ACTI TOUR

In total, we have made 5 calls to Act Tour: 1 with a request specifically for Client's Hotel, other 4 with a request with requirements for Client's Hotel and Client's Hotel, but the hotels were not named. In the first case, Client's Hotel was highly recommended, and no other hotels were offered, which means that tour operator is willing to sell Client's product. In other 4 cases, for 2 attempts only Client's hotels were offered which is perfect decision, but in other 2 cases, no one Client's hotel was offered.

The tour operator is slightly oriented for Client's product, and not focused. It needs either more information and training for the stuff to be able to recommend the hotel for each suitable requirement, or to make small incentive program together to get more attention from tour operator. A good sign is that tour operator does not offer Client's Hotels together with other hotels, which means that in mind it does not compare it in all details.

1,6

AMBOTIS TOURS

In total, we have made 10 calls to Ambotis Holidays: 4 attempts to request specifically for Client's hotels, other 6 with a request with requirements for Client's Hotel, Client's Hotel and Client's Hotel, but the hotels were not named.

In general, Ambotis Holidays has shown one of the best results, its sales managers are oriented on Client's product, and try to sell almost in every attempt. When Client's hotel was specifically requested, the managers have talked only about it without mentioning any other hotel and tried to give the best description. When Client's hotel was not named, the managers still offered it - in 17% of cases - only Client's hotel, and in 50% of cases together with other hotels. In general, Client's hotel was offered in 70% of calls.

Most probably, sales managers of Ambotis Holidays need usual training and hotel presentation before the season on regular basis.

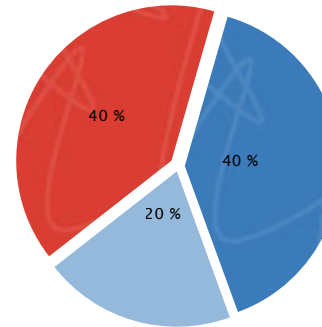
1,4

ANEX TOUR

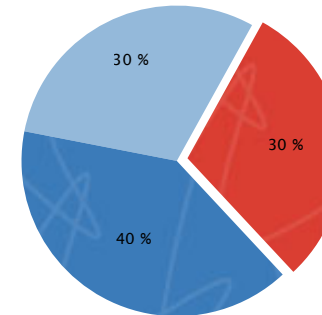
In total, we have made 10 calls to Anex Tour: 5 attempts to request specifically for Client's hotels, other 5 with a request with requirements for Client's Hotel, Client's Hotel and Client's Hotel, but the hotels were not named.

In general, Anex Tor is slightly oriented on Client's Hotels, **since in all attempts when Client's was not named, there were other hotels offered**, in 60% of such cases together with Client's, in 40% of such cases Client's was not named at all. In one case (10%) the manager even did not try to answer about the hotel (Client's Hotel). Although, in those cases when Client's hotels was specifically requested, the managers gave the information only about it (80% of such cases).

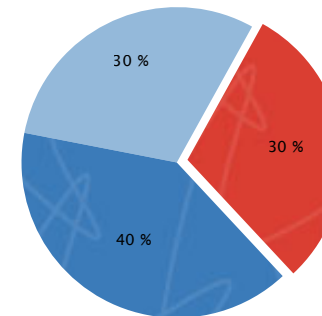
We would recommend more training for Anex managers to let them recommend Client's hotels in more cases. It is also needed to stay more connected with regional offices and to give them more information about the hotels, to train staff.



- Competitive Hotel X
- Competitive Hotel Y
- Competitive Hotel Z



- Competitive Hotel X
- Competitive Hotel Y
- Competitive Hotel Z



- Competitive Hotel X
- Competitive Hotel Y
- Competitive Hotel Z

TABLE WITH CALLS' DESCRIPTION

Tour Operator	Date and Time	Type of Client	Type of Request	Requested Hotel	Contact Person	Other Hotels Offered	Result	Total Points (type of request x result): 0, 1, 2, 4	Legend Used for the Case	Comment
Acti Tour	06.04.2017	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Konstantin (call center)		(2) Only Client's Hotel is Offered	2	#2	Call from a tourist from Moscow with a question specifically about the hotel Client's Hotel. The employee of the call center Konstantin recommended this hotel as appropriate for the request.
Acti Tour	07.04.2017 14-40	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Marina	all XXX Hotels, all XXX Hotels	(0) Client's Hotel is not offered	0	#3	Call from a tourist from Moscow with a description of only the characteristics of the hotel Client's Hotel, without naming it. The employee of the call center Marina offered XXX hotels.
Ambotis	18.04.2017 11-30	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Oksana (Samara branch)		(2) Only Client's Hotel is Offered	2	#5	A call from a tourist from Samara with a question specifically about the Client's Hotel. The employee of the branch Oksana recommended this hotel, as corresponding to the request, did not offer anything else.
Ambotis	07.04.2017 15-20	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Jeanne (call center)	all XXX Hotels, XXX Hotel, XXX	(1) Client's is offered together with other hotels	2	#5	Call from a tourist from Moscow with a description of only the characteristics of the hotel Client's Hotel, without naming it. The employee of the call center Jeanne offered at the choice of Client's Hotel, all the hotels of the network XXX.
Ambotis	14.04.2017 18-40	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Chatting with Julia Turcan	XXX, XXX	(0) Client's Hotel is not offered	0	#3	Communicating in the chat as a tourist from Moscow, gave only the description of the Client's Hotel hotel, without naming it. On request, XXX, XXX hotels are offered.
Anex	11.04.2017 11-30	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Irina (Volgograd Branch)		(0) Client's Hotel is not offered	0	#3	A call from a tourist from Volgograd with a question specifically about the Client's Hotel. A branch employee Irina could not advise me, she said that they do not have specialists in YY.
Anex	14.04.2017 16-10	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Larissa (Voronezh branch)		(2) Only Client's Hotel is Offered	2	#3	Call from a tourist from Voronezh with a question specifically about the Client's Hotel. The employee of the branch Larissa highly praised and recommended it, but she recommended to apply directly to the Moscow office, since there are no flights to YY from Voronezh.
Anex	17.04.2017 11-45	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Natalia (Pyatigorsk branch)	XXX, XXX	(1) Client's is offered together with other hotels	2	#2	A call from a tourist from Pyatigorsk with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the branch Natalia suggested, in accordance with the request, three hotels: Client's Hotel, XXX Hotel, all hotels of the XXX network.
Anex	17.04.2017 17-15	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Elena (call center) connected with the Moscow agency	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#1	Call from a tourist from Moscow with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the call center Elena offered, according to the request, four hotels to choose from: Client's Hotels, XXX, XXX and XXX hotels
Biblio Globus	19.04.2017 13-00	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Maria (Nizhny Novgorod branch)		(0) Client's Hotel is not offered	0	#4	A call from a tourist from Nizhny Novgorod with a question specifically about the Client's Hotel. A branch employee Maria suggested contacting the Moscow office, as there are no flights to YY from Nizhny Novgorod.
Biblio Globus	21.04.2017 13-30	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Alexey (a branch in Perm)		(2) Only Client's Hotel is Offered	2	#4	A call from a tourist from Perm with a question specifically about the Client's Hotel. The employee of the branch Alexei highly recommended this hotel, as corresponding to the request, while remarking that the flight to YY only from Moscow and Yekaterinburg. He did not offer any other hotels.

Biblio Globus	07.04.2017 11-40	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Irina (call center in St. Petersburg)	XXX	(1) Client's is offered together with other hotels	2	#5	A call from a tourist from St. Petersburg with a description of only the characteristics of the hotel Client's Hotel, without naming it. The employee of the call center Irina has offered a choice of two Client's Hotel and XXX hotels.
Biblio Globus	17.04.2017 16-50	Agency	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Xenia (call center)	XXX, XXX, XXX	(0) Client's Hotel is not offered	0	#5	A call from an agency from Moscow describing only the characteristics of the Client's Hotel hotel, without naming it. The employee of the call center Xenia offered a choice of two hotels XXX, XXX, as appropriate to my request.
Biblio Globus	20.04.2017 12-00	Agency	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Maria (call center)	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#5	A call from an agency from Moscow describing only the characteristics of the Client's Hotel hotel, without naming it. The employee of the call center Maria offered a choice of three Client's Hotel hotels, XXX and XXX Hotel.
Coral	21.04.2017 15-20	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Rosa (Volgograd Branch)		(2) Only Client's Hotel is Offered	2	#1	A call from a tourist from Volgograd with a question specifically about Client's Hotel. The employee of the branch Rosa recommended this hotel, as appropriate to the request, did not offer others.
Coral	07.04.2017 13-50	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Rosa (call center of St. Petersburg) connected with the agency in St. Petersburg	all XXX Hotels	(1) Client's is offered together with other hotels	2	#3	Call from a tourist from St. Petersburg with a description of only the characteristics of the hotel Client's Hotel, without naming it. She said she had heard very good reviews about the Client's Hotel, asked if that was the case, she asked me to pick up other hotels. I was offered the Client's Hotel, highly recommending it, as well as the entire XXX hotel chain.
Coral	17.04.2017 12-00	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Tatyana (Samara branch)	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#1	Call from a tourist from Samara with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the branch Tatyana suggested, in accordance with the request, four hotels: Client's Hotel, XXX and XXX, and XXX.
Coral	17.04.2017 17-30	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Alexandra (call center) connected with the Moscow agency	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#1	Call from a tourist from Moscow with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the call center Alexandra connected with the Moscow agency, where I was offered, according to the request, three hotels to choose from: XXX, XXX and XXX, as well as Client's Hotel
Coral	20.04.2017 12-40	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Rosa (call center of St. Petersburg) connected with the agency in St. Petersburg	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#1	Call from a tourist from St. Petersburg with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the call center Rosa connected with an authorized agency where I was offered three hotels according to the request: Client's Hotel, XXX, XXX
Intourist	06.04.2017	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Lana (call center) connected with the Rostov agency	XXX	(1) Client's is offered together with other hotels	1	#5	Call from a tourist from Rostov with a question specifically about the hotel Client's Hotel. The employee of the call center Lana connected with an authorized agency in Rostov, where the hotel was highly recommended as an appropriate request. Also recommended XXX Hotel, although this hotel and not them, but you can arrange a trip and there
Intourist	07.04.2017 15-50	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Christina (call center of St. Petersburg) connected with the agency in St. Petersburg (Elena Zueva).	XXX, all XXX Hotels	(0) Client's Hotel is not offered	0	#1	Call from a tourist from St. Petersburg with a description of only the characteristics of the hotel Client's Planinum, without naming it. The employee of the call center Christina joined the agency in St. Petersburg, where I was offered a choice of XXX, and all hotels of XXX chain
Intourist	11.04.2017 16-15	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Elena (Stavropol Branch)	XXX, XXX, XXX	(0) Client's Hotel is not offered	0	#4	Call from a tourist from Stavropol with a description of only the characteristics of the Client's Hotel, without naming it. A branch employee Elena asked for my e-mail and the next day she sent an offer to four hotels: XXX, XXX, XXX, and XXX.

Intourist	14.04.2017 17-45	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Chatting with the manager on duty	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#2	Communicating in the chat as a tourist from Moscow, gave only a description of the hotel Client's Hotel, without naming it. The manager sent all possible options to my e-mail: Client's Hotel, XXX and XXX Hotels.
Mouzenidis	19.04.2017 13-10	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Chatting with Marianna Strokach	XXX, all XXX Hotels	(0) Client's Hotel is not offered	0	#3	Communicating in the chat as a tourist from Moscow, gave only the description of the Client's Hotel hotel, without naming it. All offers promised to be sent by e-mail. On the same day I received a response from Alina's manager, who offered XXX, XXX, and XXX, with room types and prices.
Mouzenidis	20.04.2017 12-20	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Natalia (call center)	XXX	(1) Client's is offered together with other hotels	2	#4	Call from a tourist from Moscow with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the call center Natalia connected with the Moscow agency, where I was offered, according to the request, two hotels to choose from: Client's Hotel, XXX
Panteon	17.04.2017 13-40	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Request from their site in the option "feedback"	XXX, XXX, XXX	(1) Client's is offered together with other hotels	2	#4	A request from a tourist with a description of only the characteristics of the Client's Hotel, without naming it. On the same day, I received a reply to my email from manager Irina Yermolenko with suggestions on my request. The hotels Client's Hotel, XXX, XXX and XXX were offered with rooms and prices.
Sodis	06.04.2017	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Victoria (call center) connected with manager Elena		(2) Only Client's Hotel is Offered	2	#3	Call from a tourist from Moscow with a question specifically about the hotel Client's Hotel. The employee of the call center Victoria connected with the manager Elena, who recommended this hotel as appropriate for the request.
Sodis	07.04.2017 15-05	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Natalia (call center) connected with the manager Irina	XXX	(0) Client's Hotel is not offered	0	#4	Call from a tourist from Moscow with a description of only the characteristics of the hotel Client's Hotel, without naming it. The employee of the call center Natalia, connected with the manager Irina, who offered only the hotel XXX.
Sodis	18.04.2017 11-15	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Ekaterina (call center)	XXX	(1) Client's is offered together with other hotels	2	#1	Call from a tourist from Moscow with a description of only the characteristics of the Client's Hotel, without naming it. The employee of the call center Catherine offered me, according to the request, two hotels to choose from: Client's Hotel, XXX
Tez Tour	18.04.2017 12-05	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Natalia (call center)	XXX	(1) Client's is offered together with other hotels	1	#3	A call from a tourist from Moscow with a question specifically about the Client's Hotel. The employee of the call center Natalia recommended this hotel, as an appropriate request, offered to consider the XXX hotel.
Tez Tour	11.04.2017 18-10	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Nina (call center) connected with the agency in Krasnodar	XXX	(0) Client's Hotel is not offered	0	#5	A call from a tourist from Krasnodar with a description of only the characteristics of the Client's Palacé, without naming it. The employee of the call center Nina connected with the agency in Krasnodar, where I was offered only XXX by my request.
Tez Tour	14.04.2017 18-15	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Chatting with Mikhailova Irina	XXX	(0) Client's Hotel is not offered	0	#3	Having shared the chat as a tourist from Moscow, she gave only the description of the Client's Hotel hotel, without naming it. Only XXX is available on request.
TUI	06.04.2017 0:00:00	Tourist	- 1 - Client's Hotel is named and requested	Client's Hotel	Lyudmila (call center) connected with the Moscow agency (Nadezda)	XXX	(0) Client's Hotel is not offered	0	#4	Call from a tourist from Moscow with a question specifically about the hotel Client's Hotel. Lyudmila, a call center employee, connected me to an authorized agency in Moscow, where they told me that they do not sell Client's Hotel. XXX and XXX were offered.
TUI	14.04.2017 16-40	Tourist	- 2 - Requirements as for one of Client's Hotel are given, but Client's is not named	Client's Hotel	Elena (Samara branch)		(0) Client's Hotel is not offered	0	#5	A call from a tourist from Samara with a description of only the characteristics of the Client's Hotel, without naming it. Branch employee Elena promised to send all the suitable options to me by e-mail, but she did not do it.