

# Equipping organizations with actionable intelligence to optimize destination growth

Global Agency Pro provides destinations and travel suppliers with an aggregated view of the global agency distribution channel, destination performance and market potential to build strategic relationships and improve ROI on marketing and sales initiatives.

## How can Global Agency Pro help grow your destination?

### Gain agency sales insights

A visual, aggregated view of agency ticketing data reduces time and dollars spent on finding the right destination advocates, allowing more time to focus on proactive marketing plans and growth.

### Optimize your marketing budget

Access to powerful analytics on the travel agency distribution channel allows for quick and easy analysis of ROI on existing sales strategies, in addition to revealing new outreach and fam trip opportunities.

### Improve performance measurement

Increased visibility into sales and agency trends over time, benchmarked against competing destinations, helps you better measure agency loyalty and recognize market trends to maximize goals.

### Strengthen agency relationships

Comprehensive, trustworthy data aids in communicating more effectively with agency partners on performance and finding new areas for partnership growth, as well as identifying strategies to target independent leisure travelers.

## See which travel agency is supplying the most passengers to your destination

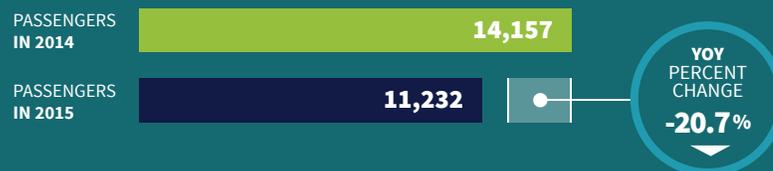
Identify top travel agency performers, along with passenger and revenue trends, to grow your business and maximize marketing efforts.

### U.S. BASED AGENCIES SELLING PASSENGERS TO GERMANY

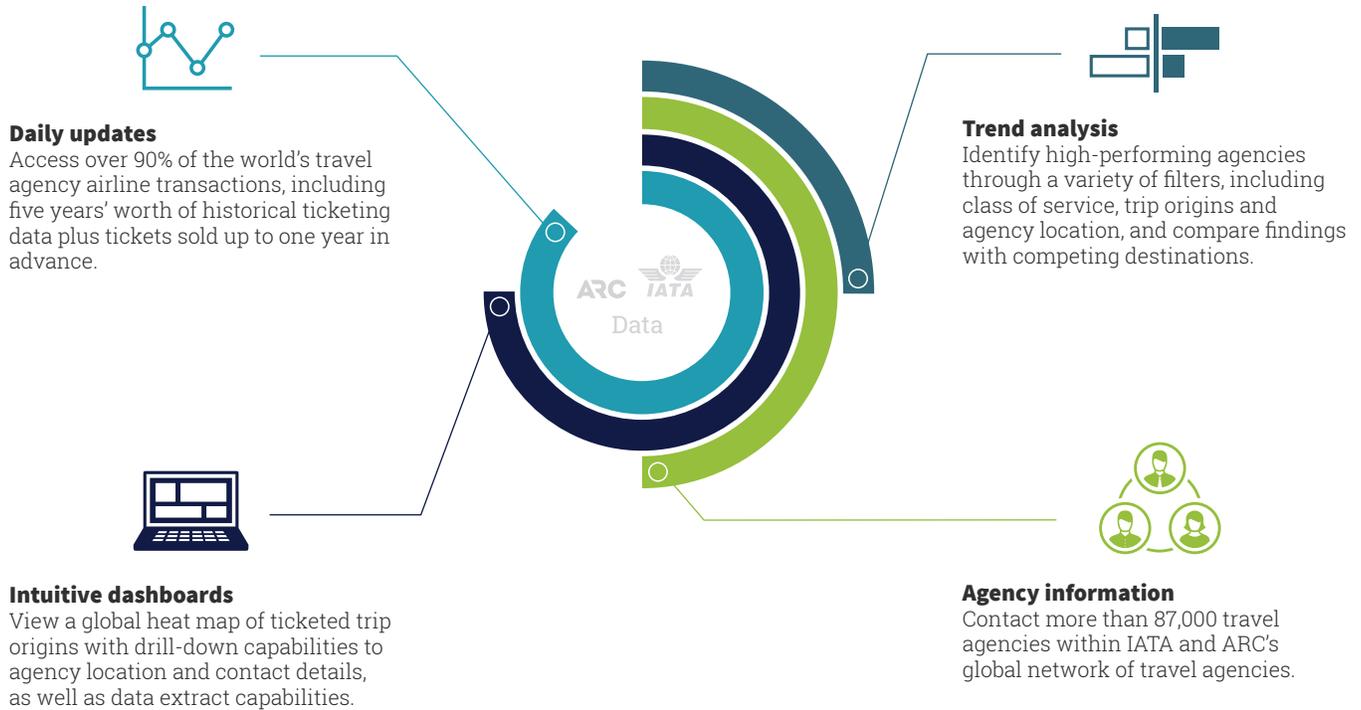
#### AGENCY 1



#### AGENCY 2



## High quality data at your fingertips



**87,000**

TRAVEL  
AGENCIES

**9.5 Billion**

PASSENGER FLIGHT  
SEGEMENTS

**4,000**

AIRPORTS

**230**

COUNTRIES  
& TERRITORIES

**240 Billion**

ANNUAL SETTLED  
TRANSACTIONS

**Use Global Agency Pro.  
Maximize your agency channel performance today.**

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The Airlines Reporting Corporation (ARC) is the premier driver of air travel intelligence and commerce in the air travel industry with leading business solutions, travel agency accreditation services, process and financial management tools and high-quality data. In 2015, ARC settled \$88.3 billion worth of carrier ticket transactions for more than 9,400 travel agencies with 13,000 points of sale. Established in 1984, ARC is headquartered in Arlington, Virginia, with offices in Louisville, Kentucky, Tampa, Florida, and San Juan, Puerto Rico. For more information, please visit [www.arccorp.com](http://www.arccorp.com).