



M E M O R A N D U M

TO: All Corporate Central Reservations Employees
FROM: Andy Mackay, Director, Central Reservations
DATE: January 19, 2026
SUBJECT: **2026 Incentive Plan for CRes Agents**

Here we are again through another year and heading strongly into 2026 with changes and exciting times coming our way! I am excited to announce CRes incentive plan for 2026!

Overall, in 2025 CRes showed significant improvement in key performance indicators when compared to previous years! We ended at just under \$62M in Net Booked Revenue (up 745K compared to 2024) and paid out approximately \$200k in agent incentives from this program.

2025 was a historical year for Central Reservations as we adopted AI into our environment. This was a steep learning curve for all of us, but the results we saw were exciting and encouraging. One of our goals with AI was to use AI "bots" to deflect as many non-revenue generating calls and chats as possible to allow our agents to focus on revenue generating calls/chats, and the results we've so far indicate this is happening. Our department conversion rate increased from 2024, and even though our call volume was down -9.6% from 2024, we saw an increase in our overall net revenue (+1.2%), revenue per call (+16.2%) and revenue per reservation (+7.5%). We also rolled out 8 sales focused rules to complement our existing quality standards and to encourage our agents to focus on the sales components of the call. We saw a huge increase in adherence to these rules. We started at 31% and ended up averaging 73% by the end of the year. This was a huge team effort! A big thank you to each of you for contributing to these successes we accomplished in 2025!!

Congratulations again to our top sellers and Million Dollar Club Agents for 2025! Dawn Keith regained 1st place with \$2.6M in booked revenue and Angelica Perez came in 2nd place with \$2.4M in booked revenue. Erin Stepp retained 3rd place with \$1.9M in net booked revenue. The other Million Dollar Club Agents for 2025 include Beth, Carolyn, Cary, Chelsea, Cheryl, David, Joel, Joey, Krista, Lewis, Marva, Michelle H, Rick, Sherry, Trish, and Tristian. These are remarkable accomplishments, way to go!!

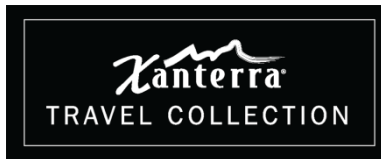
For 2026, we have kept some of the core incentive structure in place while making a few changes on the revenue portion. The Call Quality threshold will remain the same at 85% and 75% based upon length of employment. Based upon anticipated increases in rates, the Net Booked Minimum Revenue Qualifier has been increased from \$66K to \$69K and the incentive trip will remain at \$2.1M. As a reminder, this plan is designed to reinforce a sales culture through a pay-for-performance model where the more revenue booked for the company, the more incentive **YOU** can earn!! Please see below for specific details of the plan.

If you have any questions about the incentive plan, please see your Supervisor, Kevin or me. As always, we have exciting things happening each year and 2026 will be no exception! Let's make 2026 an awesome year!!

Cc: Andrew Heltzel
Lonnie Clark
Shannon Dierenbach

Shelly Tillotson
Ryan Doherty





RESERVATION AGENT 2026 INCENTIVE PLAN SUMMARY

We want to continually maximize opportunities to grow revenue in both the National Park and non-National Park properties. This can be accomplished by ensuring we are making every effort to convert the potential reservation into a confirmed reservation, pursuing upgrade opportunities in rooms and train seats, add-on opportunities through tours, additional nights, etc.

With revenue growth opportunity in mind, and without losing site of quality service, our incentive plan reinforces a sales culture in a pay-for-performance structure. This structure is designed to drive higher revenue and higher quality targets with the benefit of being easy for employees to understand.

This plan is designed to:

- ❖ **Be simple to understand**
- ❖ **Drive Pay for Performance**
- ❖ **Drive a Sales culture**
- ❖ **Be agnostic to the product/brand selling**
- ❖ **Strengthen Employee retention and drive higher sales**
- ❖ **Distribute more consistent incentive earnings throughout the year**
- ❖ **Recognize the very top producers with an opportunity to have a personal experience and gain expertise with the products we sell through a free trip**

SALES AND SERVICE AGENT MONTHLY INCENTIVE PLAN DETAILS –2026Calendar Year:

- ❖ Two primary metrics per calendar month with thresholds to drive higher revenue with high and consistent quality.
 1. **Minimum Qualifiers/Thresholds* each month:**
 - **Minimum Call Quality score average***
 - 75% average if < 90 days of employment
 - 85% average if > 90 days of employment
 2. **When Individual Monthly minimums are met, incentive* will be calculated as:**
 - < \$69k* - 0.1% on all earnings less than 69K
 - >= \$69k* - 0.25% incentive earnings on all net booked revenue for the calendar month
 - **Plus Kicker #1** - +0.50% incentive earnings on NBR above \$100k for the calendar month (0.75% total on revenue >= \$100k)
 - **Plus Kicker #2** - +0.50% incentive earnings on NBR above \$175k for the calendar month (1.25% total on revenue >= \$175k)
- ❖ As an added incentive, each agent that achieves at least \$2.1M* in net booked revenue for the 2026 calendar year will receive a 3-night Grand Canyon Railway package or a 3-night Oasis in Death Valley package for two, including roundtrip air transportation from Denver. The intent of this is to reward top performers with a trip that will also function as a Fam Trip to provide personal experiences and more expertise with the products we sell.

** Qualifying thresholds and incentive amounts are subject to review and revision each year or during the year if circumstances justify.*



SALES AND SERVICE AGENT MONTHLY EARNING EXAMPLES:

		Sample Month – 2026 Plan					
Actual Agent Examples	Net Revenue Booked	Quality Score / Qualifier	.1% Incentive	.25% Incentive on all Net Booked Revenue	.5% Incentive > \$100k < \$175k	1% Incentive > \$175k	2026 Incentive
Agent A - FT	\$258,641	94% / Y	\$0	\$646.60	\$375.00	\$836.41	\$1,858.01
Agent B - FT	\$173,200	92% / Y	\$0	\$433	\$366	\$0	\$799
Agent C - FT	\$97,868	89% / Y	\$0	\$244.67	\$0	\$0	\$244.67
Agent D - PT	\$41,680	91% / Y	\$41.68	\$0	\$0	\$0	\$41.68
Agent E - PT	\$107,921	78% / N	\$0	\$0	\$0	\$0	\$0

Examples are for demonstrative purposes and not meant to be a representative sampling. Actual results will be based upon actual performance. **Bold indicates minimum qualifying thresholds were not met.*

SENIOR AND MASTER AGENT MONTHLY INCENTIVE PLAN DETAILS – 2026 Calendar Year:

- ❖ One primary metric per calendar month with thresholds to drive higher revenue with high and consistent quality. The over-arching goal for Senior and Master Agents is to provide support to our Sales Agent by primarily performing critical non-revenue generating activities within the CRes operation.

1. Minimum Qualifiers/Thresholds* each month:

- a. **Minimum Call Quality score average***
 - 75% average if < 90 days of employment
 - 85% average if > 90 days of employment

2. When Individual Monthly minimums are met, incentive* will be calculated as:

- 0.75% of all total agent incentives for the calendar month. This is a prorated amount based on hours worked in the month.

		SAMA Sample Month – 2026 Plan				
Actual SAMA Examples	Quality Score/Qualifier	Monthly Total Agent Incentives	.75% incentive	.75% converted to hourly rate	Actual Hours worked by SAMA Agent in a calendar month	2026 Incentive
SAMA Agent A - FT	94% / Y	\$22086	\$165.65	.96c	164.74	\$157.44
SAMA Agent B - PT	87% / Y	\$18388	\$137.91	.80c	127.63	\$101.56
SAMA Agent C - PT	68% / N	\$27686	\$0	\$0	158.32	\$0

Examples are for demonstrative purposes and not meant to be a representative sampling. Actual results will be based upon actual performance. **Bold indicates minimum qualifying thresholds were not met.*

ADDITIONAL RESERVATION AGENT INCENTIVE DETAILS:

- Monthly Incentive payouts will be determined based upon revenue production and quality performance during the calendar month. Payouts will occur during the following month with the applicable pay period in accordance to the month-end and sufficient time for processing the stats.



- Must be employed by Xanterra CRes through the last day of the calendar month to be eligible for that month's incentive
- Monthly Incentive payouts are paid based upon net booked revenue from that calendar month
- Eligible employees will have scored at least the minimum quality scores based upon their seniority*
 - Agents with less than 90 days of seniority must score an average of at least 75%.
 - Agents with more than 90 days of seniority must score an average of at least 85%.
 - *(Note: Agents will change classifications on the first of the month following their 90 day anniversary.)*
- At the end of each month, the performance results will be calculated to determine the applicable earnings. Incentive earnings will be a separate incentive line item on the paycheck as a lump sum that equates to the total of incentive earnings for the prior month.
- Agents who deliver more than \$2.1M* in net booked revenue during the 2026 calendar year will receive a free three-night trip/package for two includes roundtrip air transportation from Denver, CO. The GC Railway package includes two nights at GC Railway Hotel, one night at Maswik Lodge, roundtrip travel between Williams, AZ and GC National Park, in-park motorcoach tour and meals at Fred Harvey Restaurant and Maswik Lodge. The Oasis package includes three nights and meals at The Ranch at Death Valley. Class of service and room types to be determined based upon availability and dates traveled. Offer is subject to blackout dates and space availability. Winning employees will receive three paid days and must be employed at time of trip. Offer is non-transferable, must be used within the following calendar year and other restrictions/limitations may apply.
- At the discretion of the Reservations Director or Senior Director, major reservation errors and/or auto-fails that lead to a loss of revenue to Xanterra will result in the applicable revenue loss being deducted from the agent's booked revenue.

** Qualifying thresholds and incentive amounts are subject to review and revision each year or during the year if circumstances require.*

All incentive earnings and trips are subject to the applicable payroll taxes. This Incentive Plan does not constitute a guarantee of work, job status or employment for any period of time. This Incentive Plan is not intended to create a contract of employment, express or implied. No right or interest of any participant in this Incentive Plan is assignable or transferable. This Incentive Plan is not a contractual obligation between Xanterra and its employees. Xanterra reserves the right to modify or terminate any portion of this incentive plan at any time without notice.

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