ABSTRACT OF THE DISCLOSURE

A computerized system provides incentives for travel agents and similar persons to book particular travel-related reservations. The system achieves this by awarding cumulative credits to travel agents based upon bookings of travel-related reservations. The system receives a booking format which identifies a travel-related reservation. The system further receives a code which identifies a travel agent or other person who entered the travel-related reservation. Upon receiving the travel-related reservation, the system assigns cumulative credits to the travel agent identified by the code based upon the travel-related reservation. Travel agents can thus build up credits over time based upon their bookings of travel-related reservations and use those credits to receive a particular award or prize.

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