

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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RECORD ENROLLMENT TO VACATION.COM'S 2010 CONFERENCE

*Orlando site, cruise ship inspection and educational lineup
spur anticipated record turn-out.*

Alexandria, Va. (January 20, 2010) – Vacation.com®, North America's leading travel services marketing organization, is experiencing a record number of registrations to its 12th International Conference & Trade Show, to be held at the Orlando World Center Marriott Resort from June 27 - July 1, 2010.

The total number of registrants has already eclipsed 600 in mid-January, a number usually not surpassed until March. With such a strong start to the year, Vacation.com is now expecting more than 1,200 attendees, a 20 percent increase from last year's turnout in Las Vegas, making 2010's Conference the largest in the organization's 12 year history.

"The exciting venue of Orlando, the cruise line involvement, and speakers such as Richard Fain and Kay Urban drove an immediate increase in registrations," said Lauraday Kelley, Vacation.com's vice president of Conference & Corporate Communications. "Another surge of registrants came when we released our educational lineup, and the members could see the large number of training opportunities and strategy sessions offered."

Training will be the main focus of the 2010 Conference, with more than 120 classes covering every topic from email marketing and search engine optimization to learning more about exclusive Vacation.com programs such as EZguider, Engagement and Vacation Vignettes.

Conference will also include 46 preferred supplier/destination classes, the chance to earn up to 35 CLIA credits, three popular think tank sessions, a ship inspection of Royal Caribbean International's *Freedom of the Seas* and keynote addresses from Richard Fain, chairman & CEO of Royal Caribbean Cruises Ltd., and Kay Urban, president & CEO of Amadeus Americas.

“Vacation.com member agents know that they must constantly improve their sales and marketing acumen to stay ahead of the game. That is why they attend Conference year after year—to discover new ways to make more money doing what they love,” added Kelley.

U.S. member agencies receive one complimentary registration to Conference, while additional staff and guests, along with Canadian members, can attend for \$99 each through January 31, and \$129 afterwards.

Vacation.com members should visit www.joinvacation.com/conference to register for the 12th International Conference & Trade Show.

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Vacation.com is the largest travel services marketing organization in North America, serving independent retail travel agencies across the U.S. and Canada. Vacation.com facilitates “*The Power of the Partnership*” between a network of quality preferred suppliers and member agencies that increase profits through disciplined marketing, comprehensive training and robust booking tools, including the proprietary EZguider sales platform.

Interested in maximizing your agency’s profit potential? Visit www.JoinVacation.com to learn why Vacation.com, an organization “Powered by Real Travel Agents,” is the right choice.

Vacation.com is a subsidiary of Amadeus IT Group, SA, and maintains its headquarters in Alexandria, VA.

For further information, contact Vacation.com at 1650 King Street, Suite 450, Alexandria, VA 22314; tel: 800-843-0733.

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