

**PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION**



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**VACATION.COM LAUNCHES PREMIUM MARKETING SERVICE:  
'ENGAGEMENT SELECT'**

*Award-winning Engagement program now analyzes consumers' past purchasing behavior.*

Alexandria, Va. (January 20, 2010) – Vacation.com®, North America's leading travel services marketing organization, continues to enhance its industry-leading consumer direct mail and email Engagement program with the announcement of Engagement Select. Through this new premium member service, Vacation.com can further refine customer targeting by determining an individual's buying behavior.

"Knowing your target audience is vital to marketing success," said Stephen McGillivray, Vacation.com's vice president of Marketing and Public Relations. "To complement our demographic and psychographic information, we are now able to analyze consumer buying behavior—the most predictive variable in determining future purchasing decisions. This new information will further enhance the effectiveness of our Engagement program for both our members and suppliers."

Through calibrated synching with its members' client databases, Engagement Select can obtain highly-detailed client information, including price points, recency and frequency of past leisure travel purchases. This enhanced, sophisticated level of direct marketing allows member agencies to target clients with greater accuracy and timing.

"This is the pinnacle of customized and personalized marketing," added McGillivray. "Vacation.com will manage the lists on our members' behalf, send promotions with more relevant messaging to clients, provide more effective follow-up data to close the sale and create attractive share shift offers customized to their agencies—all at no additional cost."

This latest addition to the Engagement program—a Gold Medal winner in the 2009 Magellan awards from *Travel Weekly*—completes a year of program enhancements that included the introduction of client labels and email performance reports, innovative use of Digital Variable

Printing and personalized URLs (PURLs), and the opportunity for each agency to acquire new customers from a rich database of travel-interested consumer prospects for free.

Available to all member agencies at no cost, Engagement turns exclusive offers from Preferred Suppliers into professionally-designed consumer direct mail and email promotions with the member agency as the sole call to action.

Enrollment for Engagement Select by eligible members begins February 1. All other agents should visit [www.JoinVacation.com](http://www.JoinVacation.com) for more information on all the valuable benefits [Vacation.com](http://Vacation.com) offers.

**Vacation.com**

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](http://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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