

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM REPORTS SIGNIFICANT RISE IN LUXURY SALES

Member agent survey shows considerable sales growth in Q1.

Alexandria, Va. (April 19, 2010) – Vacation.com®, North America’s leading travel services marketing organization, this week released the results of its Q1 sales survey recently sent to luxury-focused member agents.

In summary, 74% of those surveyed reported that sales are up 25% on average, with 23% reporting significant growth of up to 200% over this time last year. Another key finding showed that Europe was in the highest demand (92%), followed by Asia (30%) and Hawaii (18%).

Among this luxury segment, cruise vacations enhanced with additional components proved to be most popular. Agents reported that roughly 75% of their clients request hotel stays before and after the cruise, with private transfers and sightseeing activities included as integral components of their itinerary.

“Our luxury agents know the value of giving their upscale clients an extraordinary vacation experience that goes beyond the cruise, which is why they often use our Pre & Post Cruise Solutions program,” said John Lovell, Vacation.com’s vice president of Sales & Industry Relations.

Survey results also spotlighted two other Vacation.com programs with high usage among luxury-focused agents: Hosted Vacation Vignettes and Engagement direct mail and email marketing. Seventy percent of surveyed members have booked clients on a Vacation Vignettes itinerary, which enhances the cruise experience with a Concierge Host, Exclusive Shore Event and Private Cocktail Reception.

Vacation.com’s award-winning Engagement marketing program was used by 75% of those surveyed to promote their business to their client base, resulting in increased customer inquiries during wave season.

“Because our programs are geared for the luxury market, agents have seen a higher overall demand from their upscale clientele for deep-water cruises, land vacations, river cruises and five-star hotel stays,” added Lovell.

Agents should visit www.JoinVacation.com to learn more about the benefits Vacation.com offers.

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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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