

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### **VACATION.COM PARTNERS WITH LUXURY TRAVEL EXPO**

*Member agents can register at a discounted rate for the Full Conference Pass.*

Alexandria, Va. (May 5, 2010) – Vacation.com®, North America’s leading travel services marketing organization, announces its official partnership with the 12<sup>th</sup> annual Luxury Travel Expo, taking place December 7-9, 2010, at Mandalay Bay Resort & Casino in Las Vegas, Nevada.

“As one of the leading trade shows in the industry, the Luxury Travel Expo attracts thousands of travel professionals, including many of our member agents and Preferred Supplier partners,” said Steve Tracas, Vacation.com’s president & CEO. “This is a great opportunity to showcase our luxury-oriented programs, as Vacation.com is one of the largest producers of luxury cruise and tour revenue in North America with over \$300 million in luxury preferred supplier sales.”

Produced by Luxury Travel Advisor and Travel Agent Magazine, Luxury Travel Expo is the industry’s largest gathering of luxury travel professionals. The Full Conference Pass includes access to the trade show, sponsored meal functions, all conference programs, accreditation workshops and general sessions. In addition, attendees will receive a ticket to the popular *Luxury After Dark Party* and discounted show tickets.

Vacation.com’s partnership with Luxury Travel Expo includes an overall show sponsorship and exhibitor space at the trade show. In addition, Steve Tracas and Stephen McGillivray, vice president of Marketing and Public Relations will be speakers at the show.

“We are thrilled Vacation.com will have a strong presence at our show,” said Alicia Evanko, show director for the Luxury Travel Expo. “They recognize that our attendees are the top luxury sellers who would benefit the most from Vacation.com’s suite of luxury-focused programs. This alliance is ideal considering that Vacation.com has more members attend our show than any other travel agent organization.”

Vacation.com member agents have exclusive access to the discounted Full Conference Pass registration rate for the Luxury Travel Expo starting today at <http://LuxuryTravelExpo.com>. All member agents will receive the discount code by email and can also access it in the Promotions section of AgentNet. All other agents should visit [www.JoinVacation.com](http://www.JoinVacation.com) to learn more about the benefits Vacation.com offers and to try the Benefits Calculator to discover the financial value of membership.

**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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