

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM'S CONCIERGE HOSTED CRUISE COLLECTION DOUBLES NUMBER OF MEMBER HOSTS

Member agents strengthen popular program as number of passengers rises 54% from previous year's total.

Alexandria, Va. (June 7, 2010) – Vacation.com®, North America's leading travel services marketing organization, announces a rapid growth in the number of member agents participating as concierge hosts in the company's Vacation Vignettes cruise program.

Vacation Vignettes are uniquely-packaged escorted sailings offered only through Vacation.com member agencies. Each voyage includes the services of a concierge host, a private cocktail reception and an exclusive shore event on itineraries from Holland America Line, Celebrity Cruises, Azamara Cruises, Regent Seven Seas Cruises and Crystal Cruises.

In the last year, the number of member agents applying to host a Vacation Vignettes departure has more than doubled to more than 200. This rise is accredited to the sheer popularity of the program as more agents are recognizing Vacation Vignettes' power to attract clients.

"Clients love to feel special, and that is exactly what Vacation Vignettes does. The extra luxuries—provided at no extra charge—make them feel like V.I.P.'s on their vacation," said Stephen McGillivray, Vacation.com's vice president of Marketing & Public Relations. "Having members act as the hosts truly makes this program fantastic since they provide their invaluable travel expertise and cruising experience."

To support the growing number of hosts, Vacation.com has increased the number of its Vacation Vignettes-related virtual classes. Topics include how to market the sailings more effectively, how to incorporate social media into their marketing plans and how to display their hosting experiences on their agency websites. In addition, a monthly webinar is held for all concierge hosts to share marketing, sales and customer service best practices.

Vacation Vignettes' 2010 schedule features 160 departures on preferred cruise suppliers to spectacular destinations worldwide. Through the first six months of 2010, the number of passengers on these hosted sailings has grown 54% from 2009's total.

In addition to these escorted offerings, Vacation.com offers hundreds of non-escorted, amenity-enhanced, group space sailings, as well as its Pre & Post Cruise Solutions program, which complements cruise bookings with private transfers, hotel stays and sightseeing tours at more than 60 of the world's most popular sea ports.

Vacation.com members can log into AgentNet to download the Vacation Vignettes marketing materials and to view the schedule of upcoming training events. All other agents should visit 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 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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