

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



### Media Contact:

Jennifer Coulter, CTA

[jcoulter@vacation-corp.com](mailto:jcoulter@vacation-corp.com)

Vacation.com

(703) 740-4372

### VACATION.COM TOPS 1,000 SPECIALTY CRUISE DEPARTURES

*Concierge-hosted cruises to feature 260 sailings and the addition of Silversea in 2011.*

Alexandria, Va. (June 28, 2010) – [Vacation.com](http://Vacation.com)®, North America’s leading travel services marketing organization, revealed today that its popular Vacation Vignettes hosted cruise program will feature 260 sailings in 2011, representing a 62% increase over 2010. With the rise in Vacation Vignettes departures, members are now offered more than 1,000 specialty sailings under Vacation.com programs at no additional costs.

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 Club Cruises, Regent Seven Seas Cruises and Crystal Cruises, along with the newest addition, Silversea Cruises.

When the Vignettes sailings are added to Vacation.com’s Amenity Departure Dates program—which offers a selection of onboard ship credits, prepaid gratuities and free specialty restaurant meals—members have more than 1,000 cruise dates from which to select for their client’s cruise vacation.

“Our members have told us time and time again that these amenity-laden programs are one of the most valuable benefits of their membership, because it helps with client retention,” said Stephen McGillivray. “The addition of Silversea strengthens the program even more, offering yet another way for our member agents to sell luxury products to their upscale clients who desire those extra special touches.”

The 2011 Vacation Vignettes sailings are featured in a newly-released brochure titled “Experience the Luxury.” The 24-page brochure, which offers agency branding and personalization on the front and back covers, lists the entire 2011 cruise lineup, highlights a handful of the exclusive shore events and spotlights Holland America’s 110-day World Cruise, one of the most popular departures in the program. In addition, the brochure will be featured as an electronic brochure in an email blast to millions of consumers in July.

In the last year, the number of member agents applying to host a Vacation Vignettes departure has doubled to more than 200. This increase is accredited to the overall success and growth of the program, as more agents are recognizing Vacation Vignettes' power to attract and retain clients.

Vacation.com members can log into AgentNet to order free copies or download the 2011 Vacation Vignettes brochure. 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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