

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### VACATION.COM BRINGS CONSUMER MAGAZINE TO CANADA

*Destination: Vacation increases member exposure and offers consumers more reasons to contact their travel agent.*

TORONTO, ON (June 28, 2010) – Vacation.com®, *Canada's leading travel services marketing organization*, has launched *Destination: Vacation*, its affluent consumer travel magazine filled with rich content, exclusive travel offers, and destination information.

This 68-page glossy publication, produced by London-based Absolute Publishing, offers member agents personalization options including agency name on the outside cover, agency information and a letter on the inside front cover, as well as two special travel offers. The first issue will arrive in consumers' homes in July.

*“Destination: Vacation* is the type of magazine people leave on their coffee table for months, giving our members—whose information is prominently displayed on the cover and the pages within—incredible, long-lasting exposure,” said Christine James, Vacation.com vice president, Canada. *“Filled with valuable content, it truly brands our members as travel experts and provides their clients a reason to contact their Vacation.com travel agent.”*

The July issue includes articles on Cruising the Nile, the Maldives, Hong Kong Shopping Trips, the Hidden Caribbean, Top Luxury Hotels of the World, Prague, Cape Town, Paris and the latest in cruise entertainment.

In addition, each issue features travel advice, up-and-coming destinations, details on the newest cruise ships and ports, information on luxury hotels from Vacation.com's Hotel Elite collection and special offers from Vacation.com's exclusive concierge hosted cruise program, Vacation Vignettes.

*“The call to action on every issue is the member agency, just like it is on the millions of pieces of direct mail and e-mail we send travellers every month as part of the award-*

winning Engagement marketing program. Vacation.com keeps our members' names and value in front of their clients all year long," added James.

Vacation.com members can order copies of *Destination: Vacation* in AgentNet. All other agents should visit [www.JoinVacation.com](http://www.JoinVacation.com) for more information on all the valuable benefits Vacation.com offers.

### **Vacation.com**

Vacation.com is the largest travel services marketing organization in North America, serving independent retail travel agencies across Canada and the U.S. 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.

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. For further information, contact Vacation.com at 1-800-843-0733.

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