

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### VACATION.COM RECOGNIZES TOP SUPPLIERS & MEMBERS AT 12<sup>TH</sup> INTERNATIONAL CONFERENCE & TRADE SHOW

*Power of the Partnership honors go to top producers, highest-rated suppliers and most prolific EZguider users.*

Alexandria, VA (June 30, 2010) – [Vacation.com](http://Vacation.com)®, North America's leading travel services marketing organization, announced the winners of the 4<sup>th</sup> annual Power of the Partnership (POP) awards during today's closing General Session of the 12th International Conference and Trade Show.

John Lovell, Vacation.com's Vice President of Sales & Industry Relations, and Stephen McGillivray, Vice President of Marketing & Public Relations, handed out the awards honoring top member agencies and Preferred Suppliers before more than 1,200 attendees at the Orlando World Center Marriott Resort & Convention Center.

"Vacation.com is fortunate to be associated with so many outstanding member agencies and suppliers," said Lovell. "While only a handful of agencies walked away with POP Awards, all of us can hold our heads high for working together to make Vacation.com such a potent and profitable force in the industry."

The 2010 Agency Awards were presented to eight agencies in two categories: Chairman's Award for the highest Preferred Supplier sales, and President's Award for the largest Preferred Supplier sales growth in three revenue categories.

#### **2010 Chairman's Award**

- ◆ US Agency – Cruise.com
- ◆ Canadian Agency – Robert Q Travel

#### **2010 President's Award**

- ◆ US Agency – Gulliver's Travel Southpark Mall
- ◆ US Agency – Holiday Systems International
- ◆ US Agency – Your Magical Vacations
- ◆ Canadian Agency – BMQ Travel Group

- ◆ Canadian Agency – Travel Last Minute
- ◆ Canadian Agency – Travel Place International

The supplier POP awards recognize those Preferred Suppliers that consistently meet and exceed the needs of member agencies. The awards are voted on solely by Vacation.com members.

“The voting this year was close, with many Preferred Supplier receiving excellent overall scores,” said McGillivray. “It just goes to show you that our member agents realize that they are working with the greatest, most travel agent-focused group of suppliers in the industry.”

The 2010 POP awards were bestowed upon 17 companies in eight categories as follows:

- Airline / Air Consolidator Partner of the Year – Virgin Atlantic Airways
- Car Partner of the Year – Hertz
- Contemporary Cruise Partner of the Year – Royal Caribbean International
- Premium Cruise Partner of the Year – Celebrity Cruises
- Luxury Cruise Partner of the Year – Crystal Cruises
- Specialty Cruise Partner of the Year – Viking River Cruises
- Hotel / Resort Partner of the Year – Marriott
- US Insurance Partner of the Year – Travel Guard
- US Rail / Ground Operator Partner of the Year – Amtrak
- US Escorted Tour Operator Partner of the Year – Globus family of brands
- US Packaged Tour Operator Partner of the Year – Travel Impressions
- US Specialty Operator Partner of the Year – CIE Tours
- Canada Air / Air Consolidator Partner of the Year – Intair/Fun Sun
- Canada Insurance Partner of the Year – RBC
- Canada Escorted Tour Operator Partner of the Year – Globus family of brands
- Canada Packaged Tour Operator Partner of the Year – WestJet Vacations
- Canada Specialty Operator Partner of the Year – Rocky Mountaineer

POP awards were also handed out to recognize the top agencies that have demonstrated a commitment to EZguider, Vacation.com’s leisure-booking platform that allows members to search, compare and book tours, cruises, air and insurance from one source.

The Charter Booker Award was presented to top agencies that are transacting a substantial amount of their overall business through EZguider, while the 1,000 Club Award was given to an agency that has made at least 1,000 bookings through the tool.

#### **EZguider Award Winners**

- ◆ 1,000 Club Award – Online Vacation Center
- ◆ Charter Booker Award – Advantage Cruises & Tours
- ◆ Charter Booker Award – Bluegreen Travel Services

- ◆ Charter Booker Award – St Lucie West Travel
- ◆ Charter Booker Award – Travel Planners International

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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