

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



### Media Contact:

Lauraday Kelley

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

Vacation.com

(703) 740-4361

Release # 2009-21

### VACATION.COM MEMBERS EARN INCENTIVES WHILE INCREASING PRODUCTIVITY

*\$3 per booking EZguider incentive—extended to year's end—netted members Q1 bonuses.*

ALEXANDRIA, VA (May 6, 2009) – Vacation.com®, North America's leading travel services marketing organization, recently paid first-quarter incentive payments to member agencies who made bookings through EZguider, the leisure travel industry's first Web-based comprehensive booking platform.

Since its inception in December of 2008, the \$3 per booking incentive has boosted the adoption of EZguider among members. Currently more than 1,500 members are registered to use the exclusive tool to search, compare and book a wide range of leisure travel products including tours, cruises, river cruises and third-party insurance now, with scheduled air coming in June.

“Members who were motivated by the incentive to use EZguider were rewarded with both increased productivity and a significant payment,” said Ron Cole, the general manager of EZguider. “Rewarding our members and providing the tools to improve their business is etched in our culture at Vacation.com.”

Response to the EZguider booking incentive has been so positive that Vacation.com has extended the offer—originally set to terminate at the beginning of April—to the end of 2009. The extension has caused EZguider bookings to grow considerably as agents move off of the telephone, improve their productivity and increase their quarterly payments while taking advantage of the elevated supplier commissions they already receive as Vacation.com members.

“The second quarter is starting off better than expected with 600-plus members already using the platform for quoting and booking,” added Cole. “With EZguider providing access to all major cruise lines, 10 tour brands, river cruising, four insurance providers

and, next month, 75 scheduled air carriers, there is no need for our members to look elsewhere for their technology needs. Plus it comes with their membership!”

Agents can visit [www.EZguider.net](http://www.EZguider.net) to learn more about this revolutionary online booking tool, a free benefit for all Vacation.com members. Current Vacation.com members can visit AgentNet to access EZguider.

**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.

###