

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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Release # 2009-24

### VACATION.COM AND TRAVEL PLANNERS INTERNATIONAL ANNOUNCE MULTI-YEAR ALLIANCE

*TPI looks to further enhance profitability by providing independent contractors access to  
Vacation.com's results-driven direct marketing program*

ALEXANDRIA, VA (May 20, 2009) – Vacation.com®, North America's leading travel services marketing organization, has entered into a multi-year commitment with Travel Planners International (TPI) that will focus on creating a closer alignment between the two companies by enhancing membership and driving profitability.

A full service host agency supporting independent contractors and travel agencies, TPI has been a valuable Vacation.com member since 2000, consistently ranking as one of the organization's most productive members. By committing to a multi-year relationship, TPI's home-based agents can continue to use Vacation.com's industry-leading direct mail and email marketing solution, Engagement.

“Currently a significant number of TPI's ICs regularly use Engagement to generate revenue, and that's just the beginning,” said Jared Braunstein, Vacation.com's vice president of Sales. “Our goal is to encourage more of their motivated sales force to participate in the program, driving the success of both TPI and our Preferred Suppliers.”

Engagement fits well with TPI's membership due to its unique flexibility, which gives independent contractors the ability to market directly to their customers under their own agency name, even though they centrally fulfill the booking through TPI.

“This flexibility is a valuable asset for any agency that has ICs who are true sellers and want to actively market their services,” added Braunstein.

Ken Gagliano, TPI president and Vacation.com Advisory Board member, agrees that Engagement is an effective tool that should be utilized by more TPI members.

“We are committed to the success of our home-based agents, and that’s why we encourage them to actively participate in Engagement,” said Gagliano. “It has proven to be the most effective way for our IC’s to send exclusive offers to the clients who are most likely to respond, even more so now that it can target clients with the discretionary income to travel.”

Vacation.com members can log into AgentNet to access the Engagement program and other member benefits. All other agencies should visit [www.JoinVacation.com](http://www.JoinVacation.com) for more information. For more information on TPI and their hosting services, visit [www.MyHostTravelAgency.com](http://www.MyHostTravelAgency.com).

### **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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