

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM LAUNCHES *QUICKEMAIL* PROGRAM

Convenient option makes it easier for members to send weekly Engagement emails to clients

Las Vegas, NV (June 17, 2009) – Vacation.com®, North America’s leading travel services marketing organization, will introduce *QuickEmail*—the latest enhancement to its Engagement marketing program—during the 11th International Conference and Trade Show at Caesars Palace.

QuickEmail is a free convenience for members who want to automatically participate in future e-Engagement promotions without having to opt-in to each individual email. Those members who qualify can sign up with *QuickEmail* and authorize the sending of the next 12 month’s worth of e-Engagement promotions to their client list. At the time they subscribe to *QuickEmail*, members can select the specific Preferred Suppliers they wish to promote through the e-Engagement tool.

“Accompanying groups on tour, appearing at community meetings or servicing their steady business – whatever the case may be, our members are sometimes unable to log into the Engagement order system to opt into each promotion,” said Jim Nathan, Vacation.com’s Director of Marketing. “With *QuickEmail*, they never have to miss another opportunity to deliver great vacation offers directly to their clients’ inboxes.”

To qualify for *QuickEmail*, agents must have a client email list on file that has been submitted or updated in the past year. Vacation.com placed this qualifier on the new enhancement to encourage members to be diligent about maintaining accurate records, since research has shown that email addresses change at a rate of over 3% a month.

“It’s all part of our ‘Undeliverable = Unprofitable’ initiative,” added Nathan. “In order for our promotions to achieve the high level of success that defines the Engagement program, we must make certain that every direct mail and email promotion is delivered to

the consumer as intended. The more current email addresses our members have on file, the more their phones will ring after a promotion is sent.”

Vacation.com sends more than 50 e-Engagement promotions a year, featuring exclusive offers from Preferred Suppliers. Each email features the member agency as the sole call to action.

Earlier this year, Vacation.com incorporated personalized URL addresses, known as PURLs, into select e-Engagement promotions, generating a custom-made email and landing page for each individual recipient. The first e-Engagement to use PURLs doubled both the open and click-through rate.

Vacation.com members participating in Engagement can visit AgentNet to update their client list and subscribe to *QuickEmail* if qualified. Non members should visit www.JoinVacation.com for more information on all the benefits Vacation.com offers.

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 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.