

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### VACATION.COM DIVES INTO SOCIAL MEDIA AT CONFERENCE

*Twitter, Facebook and Blog open virtual dialogue with members and enhance Conference experience*

Alexandria, VA (June 17, 2009) – Vacation.com®, North America’s leading travel services marketing organization, will launch a three-pronged social media initiative—featuring Twitter, Facebook and a blog—this week at the 11th International Conference and Trade Show at Caesars Palace in Las Vegas.

“Every Conference attendee will learn how to leverage social media tools to their advantage,” said Geoff Stewart, Vacation.com’s manager of Training and Member Development. “Whether agents are new to these technologies or have been tweeting for months, they will leave Las Vegas with a better understanding of how to establish their online voice to promote their brand and value. And best off all, we are giving them a real-time venue to practice their new skills.”

All three mediums will be widely used during Conference. The blog will feature recaps of daily events, along with videos and photos. Topics to be covered include Power of the Partnership award winners, the launch of *QuickEmail* and *EZair*, highlights from an event at Lake Las Vegas and a review of Friday’s industry panel session. After Conference, the blog will continue to be a central hub for in-depth commentary from Vacation.com.

Through micro-blogging site Twitter, Vacation.com staff will send up-to-the-minute tweets, or short messages, to give a personal perspective on all Conference events. In addition, several member agents will tweet their Conference experiences on personal Twitter pages. These messages will be re-tweeted to Vacation.com’s followers and can be found by searching for #vcomconf.

As for the popular networking site Facebook, Vacation.com has created both a fan page, which anyone can join, along with a group page dedicated to members only. Vacation.com staff will post several Conference updates, allowing non-attendees to

follow the happenings at Conference. Fans of the page can also upload photos and comments, as well as share travel ideas and tips.

“Vacation.com has always prided itself in being an industry leader,” said Kerin Kolonoskie, Vacation.com’s senior manager of Creative Services & Design. “From Engagement to EZguider, we have taken pride in introducing new technologies and trends to our members. Our launch into social media continues this dynamic while providing a richer Conference experience for non-attendees and attendees alike.”

Throughout Conference, member agents will be encouraged to join Vacation.com’s Facebook group and follow the organization’s Twitter feed. Agents were also shown how to join during a recent Webinar attended by more than 300 members and other industry professionals.

After Conference, Vacation.com will continue to use all three outlets to send member updates, supplier news and other key information.

Anyone can follow Vacation.com’s Twitter feed at [www.twitter.com/vcom1](http://www.twitter.com/vcom1), the blog found at <http://blog.vacation.com/> or become a fan of its public Facebook page.

### **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.