

## **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 # 2009-35

### **VACATION.COM'S SOCIAL MEDIA PLATFORM FLOURISHES AS NEW CONSUMERS AND SUPPLIERS JOIN DAILY**

ALEXANDRIA, VA (July 28, 2009) – Vacation.com®, North America's leading travel services marketing organization, has strengthened its social media presence since launching a three-pronged initiative at June's International Conference in Las Vegas that included Facebook, Twitter and a blog.

Vacation.com continues to use all three mediums to communicate with member agencies while developing a dedicated Twitter following and maintaining an active Facebook page. Currently the marketing organization has cultivated a strong following on both Facebook and Twitter that includes a mix of members, consumers, industry representatives and other travel professionals.

“At Conference, our members were eager to learn how to use social media sites to establish their online voice and promote their services,” said Kerin Kolonoskie, Vacation.com's senior manager of Creative Services & Design. “Since then, they have enthusiastically embraced the unknown and turned it into an actionable marketing plan, using these modern technologies to reach prospects and clients in a new way.”

The Vacation.com blog continues to be a popular online destination with dedicated postings from employees as well as communications from industry executives. Recent posts included Vacation.com's response to United Airlines and a message to members from Dondra Ritzenthaler at Celebrity Cruises.

Vacation.com also launched a new social media feature in connection with its Engagement marketing program. New e-Engagement emails, featuring offers from Preferred Suppliers, now include “share on” functionality, allowing consumers receiving the email to automatically post the promotion to their Facebook walls or Twitter pages.

Through this new enhancement, a recent e-Engagement message featuring a 7-day Windstar Mediterranean yacht cruise was shared by nearly 250 recipients, resulting in more than 400 additional people viewing the offer.

“Consumers are bombarded by advertisers 24/7,” added Kolonoskie. “But when a friend recommends something—like the Windstar promotion—people stand up and take notice. That’s the strength of viral marketing, and now our members can easily benefit from it through our Engagement program for free.”

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

### **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.