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VAX VacationAccess Unveils New and Improved Website

Travel agents will work faster, work smarter and make more money with VAX VacationAccess

MILWAUKEE, Wis. (December 21, 2009) — On Monday, December 21, 2009, VAX VacationAccess launched a new website and enhanced booking engine that are cleaner, more informative and easier-to-use than ever before. The new website gives travel agents powerful tools to drive practical results, save time, increase productivity and focus on sales.

“The improved site was developed with extensive feedback from agents and suppliers. It builds on our commitment to give agents the tools they need to work faster, smarter and make more money. It gives suppliers even more opportunity to market and sell their products to agents,” said Bob LaCroix, President and CEO of VAX VacationAccess.

Key updates include:

- A fresh new look and improved navigation that puts more information at agents’ fingertips for faster results and increased profits. With a new “Book Now” button, agents can link directly from relevant information and promotions to the reservation search.
- An improved booking engine that gives agents more control over their shopping experience and seamless customer interactions. With more information available early in the shopping process, agents can match customers with the perfect vacation experience.
- Enhanced supplier information and increased flexibility to quickly pinpoint up-sell opportunities throughout the booking process helps agents increase profitability.

“For nearly a decade, VAX VacationAccess has been dedicated to giving travel agents the tools they need to successfully market and sell leisure travel. We will continue to invest in making VAX VacationAccess agents’ first choice for everything agents need to succeed.” said LaCroix.

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VAX VacationAccess Worldwide is the largest leisure travel distribution company bringing together leisure travel professionals, suppliers and destinations in one marketplace. Travel agents visit the VAX VacationAccess site more than 5.7 million times a year to market and sell leisure travel. The VAX VacationAccess platform hosts a vast selection of industry-leading tour operators and suppliers on one easy-to-use platform. Voted Best Technology Provider, Agent@Home Readers’ Choice and Best Supplier/Destination Website, Recommend Readers’ Choice. www.vaxvacationaccess.com.