

# Top 6 Reasons to Advertise on VAX VacationAccess

VAX VacationAccess gives you advertising opportunities that accomplish your marketing objectives to broaden market reach and increase profitability.

## 1. Point-of-Purchase Marketing

With more than 8.7 million opportunities annually to interact with travel agents, no other platform offers a more effective and efficient way to reach to travel agents where they do business.

## 2. Targeted Distribution

Leverage our strong relationships, extensive database, and direct access to the largest single concentration of travel agents in the U.S. Gain market share and increase profitability by putting your brand in front of an active audience eager to learn about your products.

## 3. Speed-to-Market

When you need to push inventory in a short period of time, you want a marketing channel focused on your need to drive sales today. Add new promotions in just hours, post banner ads in 1 day, and send emails within 2 to 3 days.

## 4. Premium Placement

VAX VacationAccess leads the industry in delivering your messages directly to your audience. You select the marketing mix of online advertising, email and VirtualU™ training that gives you the most value for your ad dollars.

## 5. Superior Customer Service

Our marketing team is dedicated to helping travel agents and travel suppliers succeed. We know the travel industry and we understand your need to deliver targeted and relevant messaging and provide the support you need to reach your audience quickly and effectively.

## 6. Campaign Tracking

Each month, our experienced marketing team will send you comprehensive reports on your campaigns and share their insight on additional ways you can enhance your campaigns.



“LeisureLink's participation in distributing through VAX VacationAccess is a key piece of our overall go-to-market strategy. We know that travel agents who use VAX VacationAccess are extremely knowledgeable about leisure travel and represent customers who are highly motivated to book and not just shop, which results in more quality business for everyone.”

**Erik Hovanec** | President and CEO,  
LeisureLink

