

Agency Productivity a Priority for VAX

MILWAUKEE, Wis. (Aug. 11, 2010) — Since the re-launch of VAX VacationAccess in December 2009, the new platform delivers a more intuitive experience and gives agents more control over their shopping experience to effectively sell high-profit vacation packages and provide value and quality to their customers.

Fast and flexible tools help maximize profits and close the sale faster. VAX works closely with agents to develop and test the enhancements to ensure they complement the sales process and agent workflow. With the new VAX platform, agents spend less time shopping and more time offering customers a unique vacation experience that their customers look to them to provide.

Up-sell opportunities are built into every step of the shopping and booking process. Agents have the information they need to up-sell room type at their fingertips. VAX provides the details they need to demonstrate the value of upgrading. The exclusive “Book Now” button saves time by taking agents from a promotion directly to the booking engine.

Lisa Pease from Travel Leaders uses VAX every day. When asked why VAX is her favorite source for vacations, she quickly pointed out that it is because everything is all in one place. “VAX saves me so much time because I can look through a lot of content quickly,” said Pease.

Pease added that the flexible search options make it easy for her to find the flights her customers want. The new Shop by Schedule flight search eliminates the need to search and book certain flights other places. When Pease finds a specific flight her customer wants, she can shop by schedule to find it on VAX and then book it all in one package. “Shopping by schedule saves me time, saves the customer money and I get higher commissions,” added Pease.

“Providing agents and suppliers with the tools to drive their business is our top priority. The new VAX gives travel agents access to more content in one place and the tools they need to sell and manage travel faster and easier than ever before,” said Kathy Fitzpatrick, president of VAX VacationAccess.

VAX VacationAccess is committed to investing in innovative technology to help agents and agencies be more productive and profitable. Watch for more enhancements and new tools as VAX continues investing in the future success of travel agents.

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VAX VacationAccess Worldwide is the largest leisure travel distribution company bringing together leisure travel professionals, suppliers and destinations in one easy-to-use online platform. Powerful booking engines for vacation packages, hotels, cruise vacations and air consolidator give travel professionals the flexibility to easily shop and sell custom vacations. Rich content and hundreds of timesaving reservation management, sales, and marketing tools allow travel professionals to succeed in today’s competitive leisure travel industry. More than 100,000 leisure travel agents from over 18,000 agencies are registered to use VAX VacationAccess. Voted Best Technology Provider, Agent@Home Readers’ Choice, TravelWeekly Magellan Silver for Travel Agent Only Website, and Best Supplier/Destination Website, Recommend Readers’ Choice. www.vaxvacationaccess.com/about.