

Island Routes Caribbean Adventure Tours Chooses VAX to Debut Services to Agents

MILWAUKEE, WI – Thursday, May 27, 2010 – Island Routes Caribbean Adventure Tours has chosen VAX VacationAccess to debut their collection of premiere adventure tours to travel agents. More than 100,000 travel professionals use VAX to research and book leisure travel, which makes it the perfect launch pad for Island Routes products. Island Routes will be targeting this significant selling power of VAX agents by extending special commission and incentive offers.

“We are very excited to be working with VAX VacationAccess. Their platform will enable us to reach the top leisure travel agents and their clients with the best-of-the-best adventure tours in the Caribbean,” says Dominique Peterkin, vice president of sales and marketing for Island Routes Caribbean Adventure Tours. “We are a young and expanding company and we are looking forward to bringing new and exhilarating adventures for VAX agents to sell so that their business can grow along with ours.”

Island Routes kicked off their debut with a live Virtual University webinar showcasing their popular excursions and demonstrating how agents can most effectively use their sales resources to market and sell these fully-commissionable tours to their customers. The events, which were filled to capacity, were recorded and are now available on-demand to agents via the VAX Virtual University page. Additional live sessions will be offered to VAX agents in June and July.

Island Routes is also hosting a Supplier Center on VAX. An extension of their own website, the Island Routes Supplier Center showcases the vibrant culture and natural wonders of the Island Routes Caribbean destinations. Agents can access a variety of sales tools including detailed guides and Island Route’s best deals and promotions which they can easily send directly to their clients.

“VAX VacationAccess is committed to helping travel agents maximize their earning potential. Island Routes has a unique product and is a great addition to the vast lineup of products and services available through VAX,” said Kathy Fitzpatrick, president of VAX VacationAccess.

VAX VacationAccess, the largest online distribution platform for the leisure travel agent community, gives travel suppliers a variety of ways to reach the travel agents that sell their products. For more information about hosting a Virtual University event or reaching agents through your own VAX Supplier Center, contact Becky Capper, Director of Vendor and Partner Development for VAX VacationAccess at 414-934-1289 or email bcapper@vaxvacationaccess.com.

VAX VacationAccess Worldwide brings 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. Used by more than 100,000 leisure travel agents, VAX VacationAccess was voted Best Technology Provider, Agent@Home Readers’ Choice and Best Supplier/Destination Website, Recommend Readers’ Choice. www.vaxvacationaccess.com/about.

Island Routes Caribbean Adventure Tours offers guests the ultimate in Caribbean destination experiences, bringing together and certifying the premier excursions that spotlight what is unique and beautiful in each of its island locations. Each Island Routes tour has gone through a comprehensive selection process that includes assessment of safety standards and procedures, guest satisfaction ratings, training, insurance coverage and commitment to sustainable tourism protection. Island Routes is available for bookings in Jamaica; St. Lucia; Antigua; Great Exuma, the Bahamas; and is scheduled to launch in the Turks & Caicos Islands later in 2010. For additional details, visit www.islandroutes.com.