

## ***VAX VacationAccess Delivers New Tools to Help Agencies Sell More Travel*** *VAX enhancements give agents the easiest, most powerful booking experience yet!*

**MILWAUKEE, Wis. (June 29, 2010)** — On Thursday, June 24, 2010, VAX VacationAccess unveiled the latest enhancements to its recently updated and improved website. The enhancements give agents more powerful tools and flexibility to grow sales.

Designed to complement the way agents work, the enhancements allow agents to spend less time shopping and more time offering customers the end-to-end experience details that establish agents as experts, build customer loyalty and grow profits. VAX worked closely with agents to develop and test the enhancements to ensure they complement the sales process and agent workflow.

“Much of VAX’s popularity stems from the fact that we listen to agents and continuously improve the system. Agents asked for a more efficient and intuitive booking experience that gives them more control so they can focus on what they do best – sell travel. Agents asked and we delivered,” said Kathy Fitzpatrick, president of VAX VacationAccess.

Highlights of the enhancements include:

**New Shop by Schedule will change the way agents search for air:** This new functionality allows agents to search for specific flights and modify flights by segment for better flight schedules and greater up-sell opportunities.

- Shop by Schedule gives agents access to even more flights than previously displayed.
- Agents can search for a particular outbound/return flight combination.
- Agents have more flexibility to select specific classes of service by segment to accommodate upgrades and frequent flyer requirements.
- Side-by-side comparisons of bulk and published fares enables agents to optimize commissions while delivering the best value to customers.

**“Quick Glance” layout of flight details:** Flight display has been enhanced to include more detail and a cleaner format of the information that displays while agents are searching vacations. These changes streamline the shopping process and make it easier for agents to recommend the best flight options to their customers. Updates include airline and flight numbers, stop location and layover details.

**More up-sell opportunities built into the booking process:** VAX continues to give agents more opportunities to sell and up-sell commissionable features including travel protection, ground transportation, tickets, excursions, car rentals and more. Agents will see a more streamlined, agent-friendly display to help them point out the benefits of each feature. During the checkout process, agents will get another opportunity to add a rental car or up-sell the rental car class.

“VAX is about to get even faster and easier! I had an opportunity to try *Shop by Schedule*, a new tool that allows you to quickly search by air preference, grab the exact flights the client wants and move on. No more frustration over flights not showing up or having to call in a special air request. I love new tools that actually make my work easier - thanks VAX - can't wait to see what's next!” said agent tester, Michele Vogel from Salentine Travel.

These enhancements are the latest of many new enhancements and tools VAX delivers to help travel agents and agencies be more productive and profitable. Watch for more enhancements and new tools as VAX continues investing in the future and 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. Used by more than 130,000 leisure travel agents from over 18,000 agencies, VAX VacationAccess was 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](http://www.vaxvacationaccess.com/about).