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Las Vegas Chooses VAX VacationAccess® to Reach Travel Professionals

MILWAUKEE, WI – June 17, 2010 – The Las Vegas Convention and Visitors Authority (LVCVA) has selected VAX VacationAccess to market Las Vegas to travel agents.

In addition to targeted advertising on VAX, the LVCVA will give agents access to a variety of tools and marketing materials to help them effectively sell the best of Las Vegas to their clients.

“The Las Vegas Convention and Visitors Authority is excited to partner with VAX VacationAccess,” said John Meyer, sales executive at the LVCVA. “VAX is a great platform to market the Las Vegas destination, as well as interact directly with travel agents on a variety of promotions and incentives.”

With VAX’s new enhanced supplier centers, LVCVA can showcase city attractions, hotels, and the biggest selection of entertainment opportunities to the highest concentration of agents that sell Las Vegas vacations. Agents can also download the latest visitor’s guide, flyers and images and send them directly to their customers for fast and effective marketing. The Las Vegas supplier center will serve up the latest and hottest deals and agent incentives from the 11 leading brands that offer Las Vegas vacations on VAX.

“More than 130,000 agents use VAX to market and sell leisure travel. That’s a compelling reason for the LVCVA to join the platform,” said Kathy Fitzpatrick, president of VAX VacationAccess. “The Las Vegas Convention and Visitors Authority is one of a growing number of destinations that are looking to VAX to extend their brand to the most powerful concentration of agents in the U.S.”

For more information about advertising on VAX VacationAccess, 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 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.

The Las Vegas Convention and Visitors Authority (LVCVA) attracts visitors by promoting Las Vegas as the world’s most desirable destination for leisure and business travel. The LVCVA also manages the Las Vegas Convention Center and Cashman Center. Las Vegas has more than 148,000 guest rooms and 10 million square feet of meeting and exhibit space. Las Vegas has evolved tremendously in recent years, and continues to capture the world’s imagination. Beyond the 24-hour-a-day casino excitement are some of the best restaurants, most unique entertainment, world-class events, premier shopping and fantastic golf – not to mention the greatest variety of meetings venues and accommodations in the world.

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