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VAX VacationAccess Cruise Gives Agents Easy Access to a Comprehensive Online Cruise Engine

VAX Cruise helps agents save time and sell more cruise vacations

MILWAUKEE, WI – Tuesday, April 27, 2010 –VAX VacationAccess, the largest online distribution platform for the leisure travel agent community, launched VAX Cruise, an online booking tool to shop, book, and modify cruise reservations.

With VAX Cruise, agents can access an easy-to-use online cruise shopping and booking tool to help them grow their cruise sales and save time without calling the cruise lines to complete the sale.

Agents get direct access to comprehensive content from the world's largest cruise lines, agents can view cabin layouts and deck plans. VAX Cruise offers real-time access to 13 of the largest cruise lines—Carnival Cruise Lines, Celebrity Cruises, Costa, Cunard, Holland America, Princess, Norwegian, Royal Caribbean, the Yachts of Seabourn and Windstar Cruises—while they retain agency-specific pricing and earned commissions with each cruise line.

“Agents have been asking for an online cruise solution on VAX,” said Kathy Fitzpatrick, president of VAX VacationAccess. “The addition of a cruise booking solution gives small agencies and independent agents access to a powerful online booking tool for cruise vacations.”

VAX Cruise is designed with the agent’s workflow in mind; information is integrated naturally into the standard booking path. This includes selling upgrades and amenities, the ability to prepay gratuities, and noting special occasions in the reservation. Anything agents can do on the phone, they can do on VAX Cruise faster.

“We are committed to the travel agency community and will continue to support the travel agent channel by adding new suppliers and products to help agencies and leisure travel suppliers grow their business,” added Fitzpatrick.

VAX VacationAccess Worldwide brings together leisure travel professionals, suppliers and destinations in one easy-to-use online platform. Powerful booking engines for vacation packages, cruises, hotels 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 travel agents and 18,000 agencies, VAX VacationAccess was voted Best Technology Provider, Agent@Home Readers’ Choice and Best Supplier/Destination Website, Recommend Readers’ Choice. www.vaxvacationaccess.com/cruise.

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