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## **VAX Quick Connect Gives Tour Operators a Simple Solution to Extend Distribution on VAX VacationAccess**

MILWAUKEE, WI – Tuesday, May 4, 2010 –VAX VacationAccess, the largest online distribution platform for the leisure travel agent community, continues to add new travel providers to its platform through its API for VAX distribution—VAX Quick Connect.

VAX Quick Connect technology utilizes an XML-based API connection that interfaces with a travel provider's host system for a simple and efficient way to distribute leisure travel vacation products to travel agents on VAX Vacation Access. VAX Quick Connect enables travel providers to gain access to over 100,000 VAX travel professionals who book millions of passengers each year. With VAX Quick Connect technology, the supplier's inventory, pricing, and policies are all integrated into the agent-friendly VAX booking experience.

“As a mid-size specialty tour operator based in the Southeast, VAX has afforded us an effective and successful way of distributing our Mexico, Caribbean and Costa Rica product to travel agents nationwide, allowing us to promote our unique services and special deals in a timely and efficient manner,” said Rene Jongmans, president of Vacation Express.

In addition to Vacation Express, leading vacation brands such as Travel Impressions, US Airways Vacations, Sandals and Beaches Resorts, Palace Resorts, Grand Pineapple, Royal Plantation, and Blue Sky Tours provide VAX agents access to their complete lineup of products and services via VAX Quick Connect.

“Travel agents look to VAX VacationAccess for innovative booking solutions and access to the industry's best suppliers. VAX Quick Connect is one way we can grow the platform to deliver the industry-leading suppliers and content that agencies expect from VAX to help grow their leisure travel sales,” said Kathy Fitzpatrick, president of VAX VacationAccess.

For more information about distributing on VAX VacationAccess contact Becky Capper, Director of Vendor and Partner Development for VAX VacationAccess at 414-934-1289 or email [bcapper@vaxvacationaccess.com](mailto: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](http://www.vaxvacationaccess.com/about).

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