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Barbados Tourism Authority Chooses VAX VacationAccess® to Extend their Brand to U.S. Travel Professionals

MILWAUKEE, WI – March 23, 2009 – Bob LaCroix, president and CEO, VAX VacationAccess, the largest online leisure travel marketplace for travel professionals, announced that Barbados Tourism Authority has selected VAX VacationAccess to reach U.S. travel professionals with their Best of Barbados Campaign.

Leisure travel professionals visit the VAX VacationAccess site more than 5.7 million times a year and open more than 3 million promotional emails annually. With its recent addition of Adventure travel, more than 1,500 leisure travel brands now market or distribute their products on VAX VacationAccess.

“Two out of three travel professionals use VAX VacationAccess to market and sell leisure travel. That’s a compelling reason for the Barbados Tourism Authority to join the platform,” said LaCroix. “We want to give travel professionals all the tools they need to successfully market and sell leisure travel to their customers, including rich, relevant information regarding key leisure destinations. The Barbados Tourism Authority is the first of many leisure destinations that will be joining VAX VacationAccess.”

“Travel agents play a significant role in consumer awareness of the unique appeal of Barbados through their strong commitment to their customers and vast knowledge of the travel industry. VAX VacationAccess is one of the best avenues for the Barbados Tourism Authority to be connected to the influential travel agent community,” said Patrick McGuire, Business Development Consultant, Barbados Tourism Authority.

The Best of Barbados campaign was created to educate travel professionals on the unique appeal of Barbados and distinguish it from other destinations in the Caribbean. In addition to advertising on VAX VacationAccess, the Barbados Tourism Authority has added enhanced destination content that includes detailed facts and background about Barbados, vacation tips and things to do, compelling promotions and direct access to seven leading tour operators that offer Barbados vacations. To view the Best of Barbados campaign, go to www.vaxvacationaccess.com/barbados. For more information on advertising on VAX VacationAccess, contact Becky Capper at 414-934-1289 or bcapper@vaxvacationaccess.com.

VAX VacationAccess is used by travel professionals to easily research and book custom vacation packages or individual travel components for their clients. The powerful booking engines for vacations, hotels, adventure travel, cruise vacations, and air consolidator bring together a vast selection of industry-leading tour operators, suppliers and destinations on one easy-to-use platform. Rich destination content and hundreds of timesaving reservation management, sales, and marketing tools allow agents to succeed in today’s competitive leisure travel industry.

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VAX VacationAccess® Worldwide is the largest leisure travel distribution company that brings together leisure travel professionals and travel suppliers and destinations in one marketplace. The VAX VacationAccess® platform hosts a vast selection of industry-leading tour operators and suppliers on one easy-to-use platform. For more information, go to www.vaxvacationaccess.com/more.