



FOR IMMEDIATE RELEASE
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Blue Sky Tours now on VAX VacationAccess

MILWAUKEE, WI – August 5, 2009 – Bob LaCroix, President and CEO, VAX VacationAccess, the largest online leisure travel marketplace for travel agents, announced that Blue Sky Tours will distribute their vacation packages to travel agents through VAX VacationAccess.

Blue Sky Tours sells only Hawaii and only to travel agents. Founded in 1981 and headquartered in Albuquerque, NM, Blue Sky Tours provides the best value for Hawaii vacations with an outstanding selection of hotels, condominiums, rental cars, tours and every airline flying to the islands. Blue Sky Tours is a proud member of The Mark Travel Corporation family of companies which includes memberships with USTOA and ASTA TOP.

“We want to give travel professionals the tools they need to successfully market and sell leisure travel to their customers. Blue Sky Tours is an important addition to VAX VacationAccess because it gives agents access to significantly more choices when booking Hawaii vacations for their customers,” said LaCroix. “VAX VacationAccess continues to add more leisure travel supplier products to help travel professionals stay competitive in a changing market.”

“VAX VacationAccess is a perfect fit for Blue Sky Tours. We're dedicated to Hawaii and the travel agents who sell it. VAX VacationAccess has the same commitment to agents and is the best platform for Blue Sky Tours to reach agents,” said Kevin Wilmore, Vice President and General Manager, Blue Sky Tours.

Travel agents visit the VAX VacationAccess site more than 5.7 million times a year to market and sell leisure travel. 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 bringing together leisure travel professionals, 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.