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## Travel Impressions is now available on VAX VacationAccess®

MILWAUKEE, WI – November 26, 2008 – Bob LaCroix, president and CEO VAX VacationAccess, the largest online leisure travel marketplace, announced that Travel Impressions has selected the VAX VacationAccess platform to distribute vacations to travel professionals.

Travel Impressions is one of the country's oldest and largest tour operators and a wholly owned subsidiary of American Express Travel Related Services Company, Inc. Travel Impressions will offer leisure vacation packages to more than 270 destinations worldwide with access to over 2,000 resorts and hotels and 55 airline choices—22 airlines are new on VAX VacationAccess. For the past three years in a row, Travel Impressions has been named "Best Tour Operator, Sales & Service" by the readers of *Travel Weekly* and has been nominated in nine out of eleven categories for this year's Readers' Choice Awards.

“Travel Impressions’ decision to distribute on VAX VacationAccess demonstrates the strength and position of the platform in the leisure travel industry.” said La Croix. “Travel Impressions will bring more value and choices to the more than 70,000 travel professionals that look to VAX VacationAccess to help them successfully sell leisure travel to their customers.”

"We're delighted to offer VAX VacationAccess as another channel to book Travel Impressions vacations," said John Hanratty, chief marketing officer for Travel Impressions. "This opens up access for an even greater number of travel agents to book our exceptional packages and experience our award-winning customer service."

VAX VacationAccess is used by more than 70,000 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 and suppliers 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 in one marketplace. The VAX VacationAccess® platform hosts a vast selection of industry-leading tour operators and suppliers on one easy-to-use platform. Powerful booking engines for vacation packages, adventure travel, cruise vacations, and air consolidator give travel professionals the flexibility to easily research and sell custom vacations. Rich destination content and hundreds of timesaving reservation management, sales, and marketing tools allow travel professionals to succeed in today's competitive leisure travel industry. For more information, go to [www.vaxvacationaccess.com/more](http://www.vaxvacationaccess.com/more).

Founded in 1974, **Travel Impressions** is one of the country's oldest and largest tour operators and a wholly owned subsidiary of American Express Travel Related Services Company, Inc. For three consecutive years (2005, 2006 and 2007) Travel Impressions has been the recipient of Travel Weekly's Readers' choice award for "Best Tour Operator, Sales & Service" as well as being voted "Best Domestic Tour Operator" for both 2006 and 2007. Travel Impressions provides leisure vacation packages to more than 2,000 resorts and hotels worldwide.