



ANDERSON VACATIONS.ca

Anderson Vacations Wraps Up Their Spring Series of Agent Events with Great Success!

April 18, 2008

Complete with professional photographers and a choice of 6 unique destination backgrounds for agents to get their photo in front, Anderson Vacations wrapped up their annual series of Agent Appreciation Events & Product Launches across Canada. Events were held in Vancouver, Victoria, Edmonton, Calgary, Saskatoon, Winnipeg, Ottawa, Kingston, London, and wrapping up with two events in Toronto (downtown and west locations). As a special treat this year for guests attending the Edmonton Calgary and Toronto events, Anderson brought in a professional greenscreen photographer that allowed agents to have their picture taken on a choice of 6 unique destination backgrounds.

“This year’s series of events were some of the best events we have ever had,” says Seth Downs, Director of Sales with Anderson Vacations. “We have seen our image and awareness within the retail community really increase over the past few years, and this shows in the quality and quantity of agents attending our Spring events.”

While the busy booking season for Canada is in full swing, Downs mentions there is still a lot of time to book for summer & fall travel within Canada. “Consumers seem to be waiting longer before making their summer/fall travel plans. This gives retailers a great opportunity to increase sales during what is traditionally called the agency ‘slow season’. From the beautiful West Coast of BC, through the Rocky Mountains of Alberta, events such as the Calgary Stampede and CapitalEX festivals, and the wonderful VIA Rail experience through Ontario, Quebec and into the Maritimes, Anderson Vacations is the One Stop Canada Travel Solution!”

Anderson Vacations, known and respected in the industry as a Canada specialist and niche wholesale tour operator, was also excited to announce the coming launch of a new destination, set for July 2008.

“Anderson Vacations has built it’s brand on excellent customer service, niche market focus, and being a leader in the travel industry, and now we are bringing these same company standards to a new destination... the South Pacific!” announced Corey Marshall, President/CEO of Anderson Vacations. “Our whole team is very passionate about this area of the world, and we are lucky enough to have 50% of our current staff actually from or have lived in the region. They will be able to provide the expert local knowledge of having been born and raised in the very regions we will be offering”. Marshall adds, “What we will be bringing to the table is unlike anything currently available in the marketplace, with a massive inventory system and customized package planning ability for agents right at their desktop computer. Stay tuned as in July, The Future of Travel Downunder will be brought to Retail Agents across the country.”

The program will include Australia, New Zealand, The Cook Islands, Fiji, as well as the smaller islands in the South Pacific region. Anderson Vacations has strategically aligned itself with key suppliers and specialists in that region, and is set to launch in July 2008.

For more information on Anderson Vacations, visit their newly re-designed website at www.canadatravelolution.com or up and coming website www.downundertravelsolution.com

For More Information Contact

Corey Marshall
President/CEO
Anderson Vacations
cmarshall@andersonvacations.ca
1-403-874-6423