
TRAVEL WEEKLY

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Celebrity honors 'remarkable' AVC as Partner of the Year

Celebrity Cruises named America's Vacation Center its 2009 National Accounts Partner of the Year, based on AVC's "unparalleled sales performance, customer service and integrity and professionalism."

AVC, No. 49 on Travel Weekly's 2009 Power List, has been a member of the American Express Travel Representative Network for more than 20 years and is supported by a network of home-based, independent affiliates.

"America's Vacation Center continues to impress us with its product knowledge, remarkable sales accomplishments, revolutionary technology and marketing initiatives and professional network of independent affiliates that provide first-rate customer service," said Dan Hanrahan, president and CEO of Celebrity Cruises.

Hanrahan, along with Dondra Ritzenthaler, senior vice president of sales for Celebrity, and Cris DeSouza, channel strategy executive of the cruise line, presented the award to AVC co-presidents Brad Anderson and Van Anderson in Florida during the company's national conference in late 2009.

Brad Anderson explained his company's strategy, saying AVC "approached the year with the mindset that times of change are times of opportunity, and we focused on customer service, substantially increased our marketing, expanded our industry-leading technology and concentrated on helping our independent affiliates live a lifestyle of success."

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