

# vacationagent

THE MAGAZINE FOR PROFESSIONAL SELLERS OF LEISURE TRAVEL

## America's Vacation Center Has Best Year Ever in 2009

America's Vacation Center/Avoya Travel is reporting that 2009 was the best year ever in the company's history. The record year was based on every measure of success including the number of "Live Leads" generated, overall bookings, and sales performance. In 2009, AVC/Avoya Travel's year-over-year sales increased; in the fourth quarter alone sales, commissions and average independent affiliate earnings were up more than 50 percent.

AVC/Avoya Travel said its success is due to significant advancements made in 2009, including increased marketing, new program and technology developments, and its travel agent stimulus plan. Through the program, the company invested millions in the travel agency community, with a large amount dedicated to increasing the company's Live Leads program. Using patent-pending technology, Independent Affiliates can build their businesses with Live Leads, which are quality customers proactively planning their next vacation. With the success of the travel agent stimulus plan and various 2009 initiatives coming to fruition, AVC/Avoya's network of independent affiliates are servicing more customers and are making higher commissions on average per independent affiliate than ever before.

"America's Vacation Center/Avoya Travel has embraced the idea that times of change are times of opportunity, and our company and Independent Affiliates have adapted to changes in the economy and consumer behavior," said Brad Anderson, co-president of America's Vacation Center/Avoya Travel. "As a result we not only survived in 2009, but we've thrived. The start of 2010 has been better than forecasted and we're optimistic about continuing our efforts to ensure a strong future for our network."

America's Vacation Center/Avoya Travel has recently received notable accolades, including being named "Travel Agency of the Year" by Carnival Cruise Lines, Royal Caribbean, Celebrity Cruises, American Express Travel, Oceania Cruises, Norwegian Cruise Line, MSC Cruises and Brendan Vacations. For more information, visit [www.joinavc.com](http://www.joinavc.com).