

# TRAVEL WEEKLY

THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY

Royal Caribbean International gave the President's Award for Overall Achievement to America's Vacation Center.

## Celebrity and Royal Caribbean Int'l honor top agency partners

By Johanna Jainchill

**C**elebrity Cruises and Royal Caribbean International named their top travel agency partners for 2009, both noting that the winners had surmounted the challenges of the recession.

Celebrity named Houston-based Vacations to Go its Overall Partner of the Year.

"Their hands-on approach to matching the right client with the right cruise has resulted in unwavering support for the Celebrity brand as well as a phenomenal revenue performance, particularly in the face of a tough economy," Dondra Ritzenthaler, senior vice president of sales for

Celebrity, said in a statement. "We are delighted to recognize them for their success."

Celebrity also honored an Account of the Year for every region and bestowed one National Account of the Year award, to America's Vacation Center of Vista, Calif.

AVC, No. 49 on Travel Weekly's 2009 Power List, also won the top travel agency award from Celebrity's sister brand Royal Caribbean International.

Royal Caribbean gave the President's Award for Overall Achievement to AVC.

It is the only travel company in Royal Caribbean's history to receive that award twice.

Vicki Freed, senior vice president of sales for Royal Caribbean, said in a statement that AVC continues "to impress us by consistently innovating, overcoming tough economic times and leading the travel agency community to new heights."

Royal Caribbean named Cruises-N-More of Lake Mary, Fla., its Online Partner of the Year and Cruise Planners of Coral Springs,



Celebrity Cruises honored Vacations to Go as its Overall Partner of the Year. In front, from left: Keith Lane of Celebrity Cruises and Cheryl Cunningham, Karl Lee, Bill Lester, Jerry Garza and Emerson Hankamer of Vacations to Go. In back, from left: Tamara Egger of Celebrity and Mark McVey, Sorrell Warren, Sharla Smith and Robert Baker of Vacations to Go.

Fla., its Home-based Partner of the Year for a third consecutive year.

Carnival Cruise Lines will announce its Agency of the Year award in March.

Several cruise lines, such as Holland America Line and Princess Cruises, do not recognize any single account.

Every year, HAL honors its Centurions, its top 100 revenue-producing travel agents in the U.S. and Canada.

Princess honors its 200 top producers with its annual Presidential Summit cruise.



Above, from left: Van Anderson, co-president, America's Vacation Center; Lori Goldspiel, business development manager, Royal Caribbean International; Richard Fain, CEO, Royal Caribbean Cruises Ltd.; and David Anderson, chief information officer, AVC, on the Oasis of the Seas in November. At left: Agents and members of Celebrity's sales team aboard the Oasis of the Seas. Among those pictured are Celebrity CEO Dan Hanrahan, back row, right; Celebrity Senior Vice President of Sales Dondra Ritzenthaler, fourth from right; and Lisa Lutoff-Perlo, senior vice president of hotel operations for Celebrity and Azamara Cruises, front (holding bag).



► CRUISE