

TRAVEL WEEKLY

29 Valerie Wilson Travel

Valerie Wilson Travel 30  *The Power of Access™ Celebrating 30 Years*

2010 Sales: \$304 million

Employees: 277

Previous Ranking: 27

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www.valeriewilsontravel.com

Executives

CHAIRMAN/CEO: Valerie Ann Wilson

CO-PRESIDENT: Jennifer Wilson-Buttigieg

CO-PRESIDENT: Kimberly Wilson Wetty

VP/GENERAL COUNSEL: Brian Buttigieg

2010 Developments

- ARC sales of \$112 million
- \$176 million in sales from hosted agencies
- 55% of sales from business, 41% leisure, 4% meetings, incentive groups
- Redesigned website launched in April 2010 provides specialized sections for business, leisure, cruise and others. Additional emphasis on meetings and incentive business, family travel and adventure travel. Social network feature, Explore Our World, allows access to extensive information about travel and travel-related content
- Introduced "The Power of Access" campaign, a global marketing program
- Featured Travel Fests and Preferred Partner showcases in several markets; including several new ones
- Ran a consumer ad campaign in the Wall Street Journal, WSJ magazine and on WSJ.com
- Acquired a new affiliate office, Orange Park Travel in Orange Park, Fla.
- Co-branded alliance with Kleinfeld Bridal continues to grow and positions agency as a leader in honeymoon travel and destination wedding planning

Company Facts

- Hosts 180 travel sellers
- Affiliate network based on needed locations, such as Gray Dawes, U.K. as a corporate fulfillment alliance based outside London
- Member of Virtuoso
- Privately held

2011
POWER
LIST

VALERIE ANN WILSON, CHAIRMAN AND CHIEF EXECUTIVE OFFICER
JENNIFER WILSON-BUTTIGIEG AND KIMBERLY WILSON WETTY, CO-PRESIDENTS

IN THE PRESS

CONSUMER

TOWN&COUNTRY

“One of the Country’s Top Three Travel Companies”

CONDÉ NAST TRAVELER

“One of the Top Travel Specialists”
(10 Consecutive Years)

TRAVEL+LEISURE

“A-List All-Stars: Travel Super-Agents”
(9 Consecutive Years)

FORBESLIFE

“Most Influential Women in Travel”

TRADE

TRAVEL AGENT MAGAZINE

“Leaders in Luxury”

TRAVEL WEEKLY

“Power List”

LUXURY TRAVEL ADVISOR

“First Family of Luxury Travel”

BUSINESS TRAVEL NEWS

“Top Travel Management Companies”

Industry Accolades

In addition to being the 29th largest travel agency in the U.S. (ranked by *Travel Weekly*), Valerie Wilson Travel receives countless awards and accolades from both within and outside the travel industry. We are proud to be recognized by some of our preferred partners and valued suppliers:

“American Airlines has enjoyed a very progressive and comprehensive relationship with Valerie Wilson Travel for nearly three decades. We’re both focused on innovative customer centric solutions that drive value, savings and results. Both organizations are also passionate about enhancing the traveler experience. VWT’s recently re-launched website is a perfect example of how they continue to raise the bar for their clients and differentiate their brand in today’s hyper competitive marketplace.”

– JIM CARTER, VICE PRESIDENT – EASTERN SALES DIVISION, AMERICAN AIRLINES

“We live in a world where the adage, ‘it’s not just what you know but who you know,’ has never been more true and all the best travel suppliers know Valerie Wilson Travel. VWT is a leading Member of Virtuoso® and we are proud of the leadership role Valerie, Jennifer and Kimberly have invested to make Virtuoso® what it is today – the world’s premier luxury and experiential travel network. The new VWT website is just another testament to their creativity and showcases this remarkable organization in a befitting manner.”

– MATTHEW UPCHURCH – CHIEF EXECUTIVE OFFICER, VIRTUOSO®

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HILTON HEAD, SC • LAKE FOREST, IL • NEW CANAAN, CT • PALO ALTO, CA • PONTE VEDRA, FL • PURCHASE, NY • WINNETKA, IL
AFFILIATES: ORANGE PARK TRAVEL - ORANGE PARK, FL • WORLDVIEW TRAVEL - PITTSBURGH, PA



VIRTUOSO MEMBER