

ANDERSON VACATIONS ANNOUNCES CORPORATE RE-STRUCTURE AND NEW APPOINTMENT



ANDERSON VACATIONS.ca

Eastern Canada Sales Manager Resigns, New Director of Sales & Marketing

Anderson Vacations has appointed Mr. Seth Downs director of sales and marketing. Downs welcomes the promotion from sales manager, western Canada & USA, which he has held for the past two years.

"It is great to be working in a company that values its employees and promotes from within," says Downs. "I am very excited and looking forward to filling this new role and continuing to grow within this company. We have been doing great things, and will continue to do so staying ahead of industry trends, and of course meeting technology needs!"

Downs now oversees the company's sales and marketing for the key Anderson Product Lines including: Fully Escorted tours, Perfect F.I.T. Canada independent vacations, Inbound Group tours, Charter Brokering Service and "SimpleRes" conference housing on-line system products.

The director position was created as Anderson Vacations rearranged their organizational structure, after the resignation of John Gravel, who held the position of Sales Manager, Eastern Canada since November 2006.

Anderson Vacations has experienced exceptional growth again this season, with results following the second quarter to exceed 57% in annual sales growth over 2006 at the same time. This stems from the company's dedication to its Canada specialist expertise, its diversity of product offerings, as well as and most importantly its partnership with key suppliers.

With Downs moving into the role of Director of Sales, Anderson will be hiring 2 sales representatives (one in Eastern Canada (Corridor Region), one in Western Canada (Calgary). Job Descriptions will be available soon on industry websites including industry.travelalberta.com, CTC, Travel Hot News, or email sdowns@andersonvacations.ca for further details about these positions.

Anderson Vacations is all set for the upcoming winter touring season. This week marks the launch of Anderson's 2007/2008 Winter Touring brochure, which is now available and includes many exciting new international and cruise tour products! Coming in September, Anderson will release their first-ever Ski Holidays & Winter Vacations brochure, featuring truly Canadian winter experiences available across the country.