

## **Anderson Vacations Launches Downunder Solution, Same Brand Niche Applied to Next Destination – The South Pacific**

After 3 years of continuous triple digit growth in the Canadian market, and being named Canada's 147<sup>th</sup> fastest growing company, Anderson Vacations is excited to announce they are bringing their same niche brand message of One Stop Shop for Custom Travel Packages and a great On-line Technology booking tool, to their next destination – The South Pacific, including Australia, New Zealand and The South Pacific Islands.

Anderson has been successful over recent years by building a strong foundation of quality products and customer service, niche destination / specialist knowledge, and fully customized independent travel packages - featuring Canada FIT vacations. By focusing on Canada, and branding themselves as the One Stop Canada Travel Solution, Anderson Vacations filled a large void that had existed in the wholesale supplier / retail marketplace for a long time, and travel agents have been a strong supporter of Anderson's Canada FIT program since its inception.

Anderson plans on achieving similar success and growth with their new destination, the South Pacific, due to the tremendous amount of market research and product development and attention to every detail that has gone into the launch of this new program.

"It is a tribute to our entire team, from front line staff to executive, whom have embraced this next stage in our business development for the past 16 months as we have proceeded from market analysis and research, through development, implementation and contracting, and now to see our finished product in the marketplace is truly outstanding", says Corey Marshall, president and CEO of Anderson Vacations. "We will deliver never-before-seen product technology at desktop for all Travel Agents Only! Known as the Downunder Product Finder tool, this technology will give every agent the ability to become a South Pacific specialist, with the sheer amount of detail and pricing options included in Product Finder."

Downunder Product Finder is Anderson's online tool, available at [www.downundersolution.com](http://www.downundersolution.com) for agents to log in to a secure site, and access more than 10,000 products in the South Pacific region, including over 5000 different accommodation options, sightseeing services, transfer and charter services, fully escorted coach tours, rail passes, rental cars, motorhomes and campervans, as well as over 2000 different pre-paid attraction options.

"All feedback on Downunder Product Finder so far, as well as our corresponding 40-page Downunder brochure, has been fantastic!" said Seth Downs, Director of Sales for Anderson Vacations. "Agents love Product Finder's ability to add and remove items from a shopping cart, included information about room types, and reviews of accommodation options all over the South Pacific. But the number one thing I hear that agents love is that this is an Agent-Only booking tool."

To access Downunder Product Finder, agents will require a log in and password that can be obtained by contacting Anderson Vacations directly.

"During our market research and analysis, we learned that the majority of travel agent sales to the South Pacific was a flight/city stay or flight/coach tour package only. It seems the knowledge required to sell Australia and New Zealand well was limited, and that is what we have addressed with our new Downunder product line," says Karen McCardle, Director of Product for Anderson Vacations. "I feel that we have created a product line that will enable agents to confidently sell with specialist knowledge everything from multi-island stop-overs to 30 or more day complex independent itineraries. We know Canadian Retailers have their preferred relationships in place, but all we ask is that they also give our tools and product a try to compare."

For more information about Anderson Vacations' Downunder program, please visit [www.downundersolution.com](http://www.downundersolution.com)

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