

**VACATIONERS HAVE NEW LUXURY TRAVEL WEB SITE  
AT 'TRIPS OF DISTINCTION.COM' WITH LIVE EXPERTS ON PHONE**  
*Personalized Service Arranges Resorts, Villas, Cruises, Yachts and More*

**PETALUMA, CA, February 27, 2007** – Private yachts and luxury villas are not only for the rich and famous anymore, but are now within reach of every vacationer with the launch of [www.TripsofDistinction.com](http://www.TripsofDistinction.com), a new Web site from a 38-year-old travel company that provides vacations spiced with luxury accommodations and attentive service. This new Web site, supported by the personalized booking experience of an established travel company, provides a portfolio of luxury vacation products for discerning travelers including hundreds of options at five-star luxury hotels, resorts and private villas as well as upscale cruises and yacht charters.

For a limited time only to launch the new Web site, Trips of Distinction is offering special value-added incentives including a \$500 resort credit for restaurants, spas, golf and more at select resorts, a \$600 culinary experience with a gourmet dinner for four including a personal chef at select villas and a \$200 onboard spending credit on select cruises. There are hundreds of other exclusive savings at five-star luxury resorts and villas within the Trips of Distinction portfolio. Consumers can contact a luxury vacation specialist at 1-800-887-1160 for complete details on these savings.

Trips of Distinction has been developed by a 38-year-old division of World Travel Holdings, one of the largest travel companies in the world, and features a staff of expert travel specialists available by toll-free telephone and e-mail to assist consumers with personalized service at no cost when planning their luxury vacation.

The Trips of Distinction team will also set-up personal appointments at the consumer's convenience and schedule a time to speak with a travel advisor. Professional and personalized service includes arrangements for accommodations, air transportation, car rental, cruise vacations and concierge services to meet any extraordinary needs or specific requests.

"Consumers have been asking us for a wider array of products and services to meet their needs for luxury vacations so we developed Trips of Distinction to fill a void of targeted luxury travel information online in one convenient place," says Frank Samson, president of Trips of Distinction.

Trips of Distinction is not a booking engine, but is supported by an experienced staff of travel professionals with an average of more than 10 years expertise. These travel specialists also have first-hand experience in visiting the resorts, villas, cruise ships and yachts in the company's portfolio.

"Travelers have long been using Web sites for research, but often want a live travel expert to help them book the right accommodations to suit their vacation needs at the best price available," says Samson, adding: "That's where our expert and professional staff enter the picture to ensure that vacationers gets what they want with the best value available."

"Whether a romantic getaway or luxury vacation package in Hawaii, Mexico, Tahiti, the Caribbean or Europe, our expert vacation specialists and concierges will create an unforgettable vacation experience," Samson adds.

Trips of Distinction boasts a staff of experienced vacation specialists to cater to the discerning traveler's every whim, offering unsurpassed personalized concierge services. Group vacation

specialists are experts in arranging family reunions, once-in-a-lifetime wedding celebrations, corporate retreats and specialty group programs such as golf and wine adventures. "Our staff of vacation specialists travels regularly to inspect destinations, properties and travel partners," Samson says.

To guarantee that every facet of the vacation is of the highest quality and value, Trips of Distinction personally hand selects private villas with butler services, five-star luxury hotels, private yachts and premier cruises from the world's leading travel companies.

"With our exceptional selection of exotic destinations, personalized service, outstanding value and honored travel partners, Trips of Distinction creates luxury vacations that are within reach," Samson notes, adding: "We make dreams come true for the average consumer who envisions vacationing like a celebrity."

### **Set Sail in Style**

Cruise lines include only the top luxury lines long known for their service, food and accommodations. These lines include Celebrity Cruises, Crystal Cruises, Cunard Line, Holland America, Oceania Cruises, Regent Seven Seas, Seabourn Cruises, Silversea Cruises and Windstar Cruises.

### **Inspired Accommodations**

There are hundreds of resorts in the product portfolio including the top-of-the-line Ritz-Carlton and Four Seasons properties. Luxury villas include the crème-de-la-crème in private residences in idyllic destinations around the world.

### **Private Yacht Charters**

Luxury yacht charters are one of the ultimate vacations and Trips of Distinction has some of the best private yachts for use in the Caribbean this winter. "Our partners have over 30 years combined experience in arranging luxury yacht vacations and corporate events, and our dedicated team consists of former yacht owners, professional captains/crew members and travel specialists," adds Samson.

An example is *Big Eagle*, the epitome of cruising elegance and well-suited to both corporate charters and private use. Chief among this yacht's attributes is the luxury of space to accommodate up to 12 guests. With four decks of accommodations, privacy is never compromised and personal space is never an issue.

A full service air department with discounted rates in coach, business and first-class provides the best pricing in air tickets. Car rentals are with brand-named companies such as Hertz.

"Customers' satisfaction is our number one concern as we aim to create relationships with our clients that will last for years to come," Samson says, adding: "In fact, 35% of our sales are from repeat customers."

### **About Trips of Distinction**

Trips of Distinction, a subsidiary of World Travel Holdings, a leading seller of luxury travel products, includes high-end vacation properties and world-class cruises, each designed to provide remarkable vacation experiences to today's most discerning travelers. Offering both unparalleled accommodations and exceptional industry insight – from over 38 years in business – Trips of Distinction presents its clients with ultimate value and adventure. With the expertise and knowledge of a superb reservation team, customers will feel secure that they are always

getting the best vacation option for their needs. Trips of Distinction reservation specialists have intimate first-hand knowledge of destinations, properties and vessels.

### **About World Travel Holdings**

World Travel Holdings (WTH) is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 30 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels and luxury travel services, WTH has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and prominent corporations. The company's home-based division operates a top-rated travel agency franchise and the country's original host agency. Its global presence in the United Kingdom includes operating two cruise agencies and multiple private-label brands. WTH has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit [WorldTravelHoldings.com](http://WorldTravelHoldings.com).