



TRAVEL PLUS KEEPS “DRIVING” CLIENTS TO BOOK WITH THE WORLD’S BEST

Coventry, RI (August 27, 2008) – Donna McDonald, owner of Travel Plus, LLC, has been successful in the travel industry for over 16 years, but not until recently has she been able to increase her bookings and sales in a very noticeable way.

Thanks to an innovative marketing program with Sandals and Beaches Resorts, Donna is literally “driving” business to her agency by cruising around town in a custom-designed Sandals and Beaches Resorts car, completely wrapped with beautiful island imagery, their agency name and phone number.

As a Preferred Sandals Agency (PSA) for Sandals and Beaches Resorts, Travel Plus benefits from agency recognition, business tools and marketing support from the Caribbean’s #1 leader in luxury all-inclusive vacations. Designed to work with each agency’s unique business model, the goal of the PSA program is to cultivate and increase sales – for the agency and for Sandals Resorts.

Now, Donna can hit the town in style and attract people to her agency at the same time. “We are getting a lot of attention everywhere we drive,” said Dwight McDonald, co-owner of Travel Plus, LLC. “Other drivers and passers-by are honking and waving and calling to ask us later that day about booking a vacation. It really is a fantastic ‘billboard’ for the agency and a great way to increase our sales.”

According to Mandy Chomat, senior vice president of sales for Sandals and Beaches Resorts, giving our top agents the tools to succeed is a key strategy for the Caribbean-based resort chain. “We are thrilled to provide Travel Plus with a truly innovative way to increase their commission earnings and sell Sandals and Beaches Resorts,” said Chomat.

The free branded car program is just one way that Sandals and Beaches Resorts is helping to increase exposure for Travel Plus and keep them on the cutting edge of the industry.

###

About Travel Plus, LLC

Travel Plus, LLC (<http://www.travelplusri.com>) is Coventry, RI’s only locally owned travel agency. The travel agency was formed in 1992 to provide its customers with quality service and travel advice. Popular destinations of current and past customers include the Caribbean, Disney World, and Europe.

Travel Plus’s mission and goal is to be the best full service travel agency in a high technology world by providing corporate and leisure customers with travel management and vacation planning services that exceeds their expectation.

Contact:

Donna McDonald
President/Owner
Travel Plus, LLC
Phone: (401) 828-2230
donna@travelplusri.com



About Sandals Resorts:

Sandals Resorts is the largest operator of luxury, ultra-inclusive resorts in the Caribbean. Sandals has a total of 12 couples-only properties, including seven in Jamaica, three in St. Lucia, one in Antigua and one in Nassau, Bahamas. For more information on Sandals Resorts, call your local travel agent or 1-800-SANDALS (1-800-726-3257), or visit www.sandals.com.

About Beaches - A Place to Play in the Sand:

Beaches Resorts has been the ultimate family getaway since 1997, where both parents and kids can enjoy a vacation of their own. Four locations, on the Caribbean's best beaches in Jamaica and Turks and Caicos. For more information about Beaches Resorts, call 1-800-BEACHES or visit the Web site at www.beaches.com.