

FOR IMMEDIATE RELEASE

Telluride Ski & Golf Resort and Telluride Tourism Board Partner with VacationRoost

Partnership to provide air booking services for central reservations and visitor air travel

Salt Lake City, UT—September 8, 2010—Telluride Ski & Golf Resort along with the Telluride Tourism Board today announced that it has partnered with VacationRoost to outsource the air desk and air call center operations for their respective Central Reservations programs along with the visitor “Concierge” and Group Air Booking Service phone lines. “Telluride works very closely with the major airlines to ensure that our customers can reach us conveniently. We partnered with VacationRoost to provide our customers with terrific service and selection when booking their trips to Telluride”, said Patrick Rothe, Director of Sales of Telluride Ski & Golf Resort. “We have been working with VacationRoost for many years to help promote Telluride, and they are very experienced when it comes to the particular features of our resort and the specific needs of the ski and mountain vacation customer. Their proven technology platform, strong air contracts and experienced customer service agents will allow us to deliver the world-class service that our guests deserve.”

Telluride Ski & Golf Resort is one of the most popular ski resorts in North America and is located in the San Juan mountain range of Southwest Colorado. The partnership between Telluride and VacationRoost will complement the services of the Central Reservations Programs that provide guests with lodging, ground transportation and activities booking services. The VacationRoost Air Desk will work with Telluride to seamlessly provide air booking services to Telluride guests booked through Telluride Central Reservations as well as with customers who have booked directly with the lodging companies.

“We are very excited about growing our relationship with one of our longtime partners – Telluride Ski & Golf Resort and the Telluride Tourism Board,” said Jim Barsch, VP of Indirect Channels for VacationRoost. “We have been providing complete vacation planning services for Telluride visitors for ten years and it is one of our most popular destinations. Because we work with all of the North American resorts, we are able to maintain strong staffing levels and a sophisticated reservations platform that we invite our destination partners to leverage. In this case, we are able to offer Telluride an experienced, on-demand air desk capability that should be far more efficient for them than if they had to build or operate it themselves. On our side, this partnership allows us to utilize the scale that we have built out in our operations, so it truly is a win-win partnership.”

While VacationRoost.com provides online booking for vacation rentals in over 80 popular ski and beach destinations, the company’s roots grew from providing guests with vacation planning services in top ski resorts in the western US.

About Telluride Ski & Golf Resort

Telluride Ski Resort has expanded by over 300 acres over the last few years, offering some of the most stunning skiing and riding on the planet. Getting to Telluride is easy with nonstop flights from eight U.S. cities and once you’re here, Telluride’s free gondola is the main source of transportation—no traffic or long lift lines, and no driving once you’ve arrived. Experience our unrivaled scenery and terrain, world-class hotels, shopping and spas, the ease of direct flights... and discover why Telluride is unmatched in North America.

About Telluride Tourism Board

The Telluride Tourism Board is the official source for visitor information representing Telluride and Mountain Village. The Tourism Board manages a variety of destination travel and hospitality related business units including: Telluride Central Reservations, Guest Services/Visitor Information Centers, Group & Conference Sales, as well as overall destination marketing communications for the region. The Tourism Board, in partnership with Telluride Publishing, also produces the summer and winter official Telluride and Mountain Village Visitor Guides. For more information, please go to www.VisitTelluride.com or call 888.355.8743.

About VacationRoost Inc.

With more than 100,000 vacation rentals in 84 beach and ski destinations across North and South America, VacationRoost.com offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Travelers can search, compare and book their vacation rental online, or work with an experienced destination expert to find the perfect spot for their vacation. Based in Salt Lake City, UT, VacationRoost's team of experienced travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online.

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For further information,
please contact:

VacationRoost:

Maile Keone

press@vacationroost.com