

Priceline.com Names Thomas Trotta as Senior Vice President, Vacation Packages

2007-10-17

Priceline.com (Nasdaq: PCLN) named Thomas L. Trotta, 45, to the position of Senior Vice President, Vacation Packages. Mr. Trotta is a travel industry veteran with broad experience in the package and cruise industries. He is responsible for priceline.com's vacation packages, cruises and tours and attractions offerings.

Prior to joining priceline.com, Mr. Trotta was President of International Lifestyles, Inc., a private-label call center and Internet solutions provider for hotels and tour operators, where he served since 1996. He also represented SuperClubs Resorts as its Executive Vice President - USA since 2004. Before coming to International Lifestyles, Mr. Trotta held several executive positions in the travel agency and cruise industries, including Director of Accounting for Renaissance Cruises, Inc., and Manager of Corporate Planning and Analysis for Royal Caribbean Cruises Ltd.

'As a former senior executive with one of the world's best-known package brands, Tom Trotta knows how to delight consumers, satisfy suppliers and grow a business,' said Chris Soder, priceline.com's President, North American Travel. 'Priceline.com believes that, under Tom's guidance and direction, our vacation packages product will continue to expand and strengthen its reputation for providing the best pricing and value in the online travel industry.'

Priceline.com offers vacation packages to destinations in the U.S., Mexico, the Caribbean, Canada, Europe, Asia, Australia, South America and Africa. Priceline.com's vacation packages service lets customers choose the exact hotel and airline flights they want. They can see flight times and airlines, as well as hotel pictures, descriptions, amenities and more. Best of all, every priceline.com vacation package shows the final price, including all taxes and fees, before the customer commits to the purchase. All Priceline Vacation Packages are covered by a best-price guarantee. If, within 24 hours of purchase, a customer finds a better price for the identical package, priceline.com will refund 100% of the difference.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article29688.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html