

YTB's J. Kim Sorensen Named One of 'The Most Influential People in the Travel Industry'

2007-11-29

Travel Weekly List Includes YTB CEO with Richard Branson and Al Gore

YTB International, Inc. (OTC Pink Sheets: YTBIA), a provider of Internet-based travel booking services for travel agencies and home-based independent representatives in the United States, today announced that its President (President/CEO of subsidiary YTB Travel Network), J. Kim Sorensen, has been named one of the most influential people in the travel industry by Travel Weekly. YTB joins a list that also includes names like MGM Mirage, Virgin Atlantic Airways, TripAdvisor, Walt Disney Parks and Resorts, PricewaterhouseCoopers, and the Federal Aviation Administration.

According to Travel Weekly, Mr. Sorensen, " ... went, in a matter of weeks, from a virtual unknown in the industry to its favorite target for vitriol (from traditional travel agents and some suppliers) or admiration (from his tens of thousands of referring agents and, behind closed doors, some suppliers). He has demonstrated some grace under fire, admitting this organization is still maturing, and we suspect that he and YTB will be around for many years, forcing all parties to examine what constitutes a legitimate seller of travel and challenging suppliers to assess how, and with whom, they wish to do business."

The publication describes the people on their "most influential" list as those who "had ideas that veered from the status quo and succeeded so spectacularly that the industry jumped out of its rut and followed." Among the other leaders who were recognized were Brad and Van Anderson, co-presidents, America's Vacation Center/American Express, Richard Branson, founder and chairman of Virgin Atlantic Airways and Virgin Group, Al Gore, former U.S. vice president and Nobel Laureate, Sheikh Mohammed bin Rashid Al Maktoum, ruler of Dubai and vice president and prime minister of the United Arab Emirates, Ian Schrager, chairman and CEO, Ian Schrager Co., and Andy Taylor, chairman and CEO, Enterprise Rent-A-Car.

"I am truly honored and humbled to be included on this list," said Mr. Sorensen. "Especially since YTB is not about me, but about the great team and the huge network of representatives and referring travel agents that were willing to take a chance on a new way to sell travel. I speak for the entire company when I thank Travel Weekly for recognizing the huge potential of YTB."

This is not YTB's first honor from Travel Weekly. In 2007, the company was named the 35th largest seller of travel in the U.S. for 2006, and the 11th largest agency for primarily leisure travel by the publication.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30285.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