

## Panorama Mountain Village Selects VacationRoost to Operate Central Reservations

Written by Australian Business

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SALT LAKE CITY, Jan. 13, 2014 /PRNewswire/ -- VacationRoost and Panorama Mountain Village today announced a partnership to operate the resort's Central Reservations center. Panorama Mountain Village Reservations will provide one-stop vacation planning services including the ability to book the widest selection of Panorama vacation rentals, condos and hotels in the area, as well as ski lift tickets, equipment rentals, ground transfers, rental cars, optional activities and airfare. Guests can book these services online or with the assistance of a local sales expert available 7 days per week.

"This partnership allows our team to focus on our core strength of promoting and marketing Panorama Mountain Village to our customers," said Steve Paccagnan, President and CEO of Panorama Mountain Village. Paccagnan added, "VacationRoost's core strength is to provide a world class reservations service utilizing the latest technology. Thanks to VacationRoost's exceptional customer service, sales training, operations and technical expertise, it will be even easier for our guests to plan their dream vacations to one of Canada's premier mountain destinations."

VacationRoost has a long history operating sales and reservation service programs in ski and mountain destinations since 2001. The Company began partnering with ski resorts four years ago, when resorts expressed interest in utilizing VacationRoost's expertise to help grow and improve the profitability of their own reservations programs. Panorama will benefit from VacationRoost's Partner Services platform, which provides both world class online travel planning capabilities and VacationRoost's industry leading call center services with local in-market Destination Experts. All services will be provided under the Panorama brand at [panoramaresort.com](http://panoramaresort.com)

"We are very excited about partnering with Panorama to operate their Central Reservations

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program," said Julian Castelli, CEO of VacationRoost. "Panorama is a beautiful resort with 4,000 feet of consistent, great skiing terrain and an intimate mountain village with terrific lodging and accommodations for guests making it the perfect place for a family ski vacation. We look forward to helping both returning and new guests discover how easy it is to plan their Panorama vacations."

The Panorama Central Reservations program will be operated as is by VacationRoost for the remainder of the ski season. The program will then be expanded to include additional lodging and vacation services as well as a new online booking and packaging engine in time for the 2014 summer season.

**About Panorama Mountain Village** Panorama Mountain Village, in British Columbia's Rocky Mountains, has one of the largest vertical descents in North America

. Quad chairlifts give access to the summit and close to 3,000 acres of terrain, including former heli-ski lines in Taynton Bowl. Panorama is also home to Greywolf, ranked as one of the best golf courses in BC. For more information, visit

[www.panoramaresort.com](http://www.panoramaresort.com)

and

[www.greywolfgolf.com](http://www.greywolfgolf.com)

**About VacationRoost Inc.** Based in Salt Lake City, Utah, VacationRoost's team of experienced travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online. VacationRoost.com offers consumers the ability to book over 150,000 professionally managed vacation rentals online and to package them with air, car, and destination travel services. VacationRoost's Partner Services division provides partners with the ability to utilize the VacationRoost transaction platform to book vacation rentals and other travel products on their own sites and to offer their customers complete central reservation travel planning services. For more information, visit

[www.vacationroost.com](http://www.vacationroost.com)

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