

# Perfect Escapes Reaches Half Million Newsletter Subscriptions Becomes Largest Luxury Travel Email Newsletter Distributor



Released on: March 11, 2009, 12:39 am

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Industry: [Travel](#)

SAN FRANCISCO , March 10, 2009. -- [Perfect Escapes](#), a specialty luxury travel website, has reached a milestone in subscribership to its weekly email newsletter, [The Perfect 10™](#), by reaching 500,000 subscribers.



Subscribership to The Perfect 10™ has surpassed other publishers of online luxury content after the launch of the site and email newsletter just over two years ago. The Perfect 10™ is a free weekly newsletter that promotes ten [luxury travel values](#) that have been hand-picked by Perfect Escapes' team of luxury travel experts as well as related luxury travel content. The offers combine luxurious accommodations with

special amenities, such as room upgrades, resort credits and local activities, which are often exclusive to Perfect Escapes. Through a combination of unique promotions, personalized service and an exclusive focus on luxury hotels, Perfect Escapes has quickly established itself as a leader in online luxury travel.

*"The rapid growth in subscribership to The Perfect 10™ is a testament to the quality of the [luxury hotels](#) and the specific offers at these hotels that Perfect Escapes promotes,"* commented Eric Jeck, CEO of Perfect Escapes. *"These are terrific offers at wonderful properties. We are delighted to have a readership that is passionate about luxury travel and finds us to be a trusted resource to book luxury hotel stays."*

**About Perfect Escapes:**  
Perfect Escapes is a specialty website focusing on [luxury travel](#). Perfect Escapes publishes a hand-selected roster of the world's finest hotels paired with special values, upgrades and amenities on the site, in [The Perfect 10™ email newsletter](#) and on [The Suite Life](#) blog. Please visit: <http://www.perfectescapes.com> for more information or to sign up for *The Perfect 10™* newsletter and follow us on Twitter [@PerfectEscapes](#).

Source: Perfect Escapes

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