

Perfect Escapes Surpasses 20,000 Reservations

Luxury Travel Site Celebrates Dramatic Rise in Bookings



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SAN FRANCISCO, April 29, 2009 -- In the face of an uncertain travel economy, luxury travel site [Perfect Escapes](#) continues to grow rapidly, having already assisted travelers with more than 20,000 luxury hotel reservations.



Despite recent negative news about the state of luxury travel, reservations have risen steadily since Perfect Escapes launched in late 2006. The site took just 18 months to facilitate its first 10,000 customer reservations, and only another nine months to complete the next 10,000. As word has spread about Perfect Escapes' unique offerings and true [hands-on service](#), consumers have continued to recognize the luxury value offered by Perfect Escapes. These loyal customers have remained committed to luxury travel – and to booking that travel with Perfect Escapes – as the site's dramatic rise in recent bookings shows.

Other major Perfect Escapes milestones include:

- October 2006: Perfect Escapes beta site launch.
- December 2006: Perfect Escapes begins taking U.S. hotel bookings.
- January 2007: [The Perfect 10™](#) email newsletter launch.
- April 2007: Perfect Escapes begins taking hotel bookings worldwide.
- October 2007: Perfect Escapes launches Wynn Las Vegas sweepstakes.
- December 2007: The Perfect 10 surpasses 100,000 opt-in subscribers; Perfect Escapes surpasses 5,000 hotel reservations.
- June 2008: The Perfect 10 surpasses 250,000 opt-in subscribers; Perfect Escapes surpasses 10,000 hotel reservations.
- March 2009: The Perfect 10 surpasses 500,000 opt-in subscribers; Perfect Escapes surpasses 20,000 hotel reservations.

"We knew there was an opportunity to better serve luxury travel consumers by representing a hand-selected collection of [luxury hotels](#), and by pairing hotel stays with special values, upgrades, and amenities," said Eric Jeck, CEO of Perfect Escapes. "We're experiencing a significant rise in the number of reservations, even during a period of economic uncertainty – and that's due to our ability to deliver a valuable service without requiring prepayment, adding cancellation restrictions, or charging booking fees. Our editorial team and travel specialists inspire consumers to travel more by helping them find great destinations, spectacular hotels, and unique values."

About

Perfect

Escapes:

Perfect Escapes -- a specialty website focusing on [luxury travel](#) -- 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. Follow us on Twitter: [@PerfectEscapes](#).

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