



## ARTICLES

[November 01, 2004]

### Landmark Vacations Nearly Doubles in Size

Dallas, TX, October 28, 2004

Landmark Vacations, the Leisure Travel Division of Campbell Resources, Ltd., grew 95% over the 12 months ended September 2004.

Landmark credits the growth to innovative targeted demographic campaigns and better pricing than local and national competition. "We have dramatically accelerated our growth, and plan to add to our success in 2005, by expanding in to at least 4 new markets!", Dale Hamilton, President

advertisement

In 2004, Landmark also integrated 55 leisure self-booking engines to allow our clients to have a better shopping experience as well as a lower price from procuring the package online. "This technology enhancement allowed us to spend more time servicing clients with custom requirements, while allowing the customer who desired a pre-packaged vacation, to purchase that package at a lower price point." Landmark's new self-booking portal was released in August - [www.landmarkvacations.com](http://www.landmarkvacations.com)

Landmark successfully climbed the ladder to top spots with several vendors, while watching local competition flock to different markets. The price competition is something that our competitors cannot contend with. "We provide a luxurious, highly personalized vacation experience, without charging a fortune!"

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