



*For Immediate Release*

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## INTRODUCING VACAYA – A BOLD NEW PLAYER IN LGBT TRAVEL

**NEW YORK**, May 1, 2017 - Created by award-winning tourism and travel industry executives with more than 98 years of combined experience in entertainment, hospitality, and travel, VACAYA offers LGBT+ travelers a new choice – one with an unprecedented and maniacal guest focus, perfectly tailored to the needs and desires of the LGBT+ community. The debut of VACAYA heralds an evolution in an industry that has largely gone unchanged the past 25 years.

“We’re rewriting the playbook,” proclaims VACAYA CEO Randle Roper. “With only a few notable exceptions, options for our community have been severely limited. Now, LGBT+ travelers have a rock solid new choice. They’ve waited a long time for a guest-focused company like VACAYA to come along, and we can’t wait to share all we have in store!”

VACAYA will be the **first** large-scale full-ship/full-resort LGBT+ vacation company to:

- Offer a full resort takeover from *The Leading Hotels of the World’s* newest member, UNICO Riviera Maya.
- Offer barrier-breaking included perks like spa treatments, excursions, and more at VACAYA Oasis at UNICO.
- Sail the largest cruise ship in history into Provincetown’s biggest gay celebration, *Ptown Carnival*.
- Sail on Celebrity Summit following her multi-million-dollar *Celebrity Revolution* refresh.
- Offer tangible ways for guests to give back to the communities they visit through VACAYA’s *ReachOUT* program.
- Present a welcoming environment for all who believe “love is love,” *whatever* their gender identity or orientation.
- Bring together the most trusted faces in LGBT travel and be the definitive travel savvy companions.
- Offer easy, online booking 24/7/365.

VACAYA CMO Patrick Gunn adds, “VACAYA is about exploring new destinations with old and new friends, building lifelong memories, and giving back to the communities we visit and in which we live. This spirit is captured perfectly in our tagline: *open sea. open mind.*”

VACAYA’s inaugural season offers a distinguished variety of vacation options, made possible by a legacy of experience and the unrivaled relationships VACAYA’s founders have built through the years:

- **VACAYA PTOWN CARNIVAL CRUISE ON CELEBRITY SUMMIT:** Sailing August 11-18, 2019 from New York (Port Liberty) on Celebrity Summit, this 7-night cruise will not only make history by being the largest all-gay cruise to ever sail to Ptown Carnival, but it’s also the largest ship – gay or straight – to ever overnight in Provincetown! Fares start at \$997 per person.
- **VACAYA MEXICO RESORT:** VACAYA completely reinvents the all-inclusive resort experience with the 5-star UNICO Riviera Maya, offering a level of luxury and inclusions unmatched by past and present options available to LGBT+ travelers. VACAYA takes over the entire resort October 27 - November 2, 2019, celebrating Halloween and Mexico’s Day of the Dead. Fares start at just \$997 per person.
- **VACAYA EUROPE RIVER CRUISE:** Celebrate the holiday season as VACAYA explores the Christmas Markets of Europe from Amsterdam to Budapest aboard the luxurious Emerald Star-Ship. 7- and 14-night options begin December 5, 2019. Fares start at a jolly \$2,149 per person.

To celebrate the debut, VACAYA is offering myriad opportunities to save – from Early Booking and Student Pricing to a Best Rate Guarantee and partnership with Delta Air Lines. Complete offer details can be found here: <https://www.MyVacaya.com/offers/>

### About VACAYA

VACAYA /vuh kai’ uh/ is a fresh new approach to LGBT+ travel, one focused entirely on the guest experience and creating memorable bespoke travel experiences to amazing destinations, with stellar entertainment and world-class hospitality. VACAYA charters entire ships and resorts, so that our LGBT+ travelers have the freedom to express their individuality, make personal connections, celebrate life, rev up, or simply relax... together. For information, visit us online at <https://www.MyVacaya.com>, on Facebook at <https://www.facebook.com/myvacaya/>, and on Instagram at <https://www.instagram.com/myvacaya/>.

## About VACAYA's Co-founders and Leadership



**CEO Randle Roper** brings more than 25 years of experience in guest service and travel with leadership roles at Universal Studios, Starwood Hotels, and most recently as President of RSVP Vacations. His experience, combined with extensive international travels (all 7 continents and 121 countries so far), gives him an all-encompassing perspective on LGBT+ travelers, their options, and the greater industry, all contributing to VACAYA's strong values.



**COO John Finen** has been the Technical Director for over 100 LGBT+ charters for Atlantis Events/RSVP Vacations around the world and has worked with all the major cruise lines for the past two decades. Since starting his own NYC-based live event production company, projects have included Dave Matthews Band Concert in Central Park, Lincoln Center's Mostly Mozart Festival, and on stage at the Metropolitan Opera House.



**CMO Patrick Gunn** served 3 years as VP of Marketing for Atlantis Events and RSVP Vacations where he built an understanding of the cruise and resort industry, and LGBT+ travelers in particular. Previously, Patrick developed marketing strategies and teams for Fortune 500 companies P&G, Disney, HP, and Yahoo! An avid traveler, Patrick has visited over 40 countries and is committed to several charities benefiting the LGBT community. Patrick holds an MBA from the University of San Francisco.



**CFO Tracy Terrill** has over 20 years of experience leading high-growth teams and organizations. Prior to Vacaya, Tracy was as a presidential appointee in the Obama Administration serving as the Chief Digital Officer of the U.S. SBA. Tracy's career includes nearly a decade as the Chief Technology Officer at LegalZoom. Tracy has held various marketing and technology leadership positions with NBC, Universal, Warner Bros, and Gartner. Tracy holds an MBA from the University of Southern California.