

Today's Smart Solution For Corporate Travel



*Save time and money
with a whole new
kind of travel agency.*



If travel is one of your biggest expenses, it deserves a strategic approach.

Few industries are as dynamic as the travel industry. Fares and rates change constantly and vary wildly depending on where and how you purchase. Most companies simply don't have the time or the tools to keep track of it all and, as a result, they fail to take advantage of tremendous opportunities that exist to lower costs.

That's where American Travel Associates comes in.

We are a whole different kind of travel agency with the unique resources, technology, and expertise to save you 20-30% on travel costs and, in the process, give you so much more...

More Savings:

- 30,000 exclusively contracted "bulk" air fares and hotel rates that are not available through other travel agencies or web sites
- Direct access to wholesale fare inventory from "consolidators" across the country
- Access to every available fare or special from any airline or travel web site
- Deep discounts on first and business class

More Tools:

- Proprietary fare search technology to simultaneously search all distribution channels for the lowest fares
- A powerful, easy-to-use on-line booking engine
- Customized management reports
- Strong relationships with travel suppliers

More Savvy:

- Skill and persistence in negotiating with suppliers
- Industry know-how and creativity
- Upgrades, rule waivers, and other "tricks of the trade"
- In-house software development team to keep our fare search, reservations, and quality control systems cutting edge

More Experience and Personal Attention:

- Experienced team of personal account executives
- Expert account managers to help design and implement travel policies
- Late hours, weekend hours, and 24-hour emergency service
- Stability and reliability since 1989



Why should your travelers spend hours searching for results that we can deliver in minutes?

If your employees are searching the Internet for the best deals, it's costing more than you realize. We have proprietary fare search technology—the first of its kind—to obtain for your travelers virtually any fare available. So we find the flights and deals for you—including some that just aren't offered any place else—and, in the process, we free up your employees to focus on more important things.

The ATA Difference

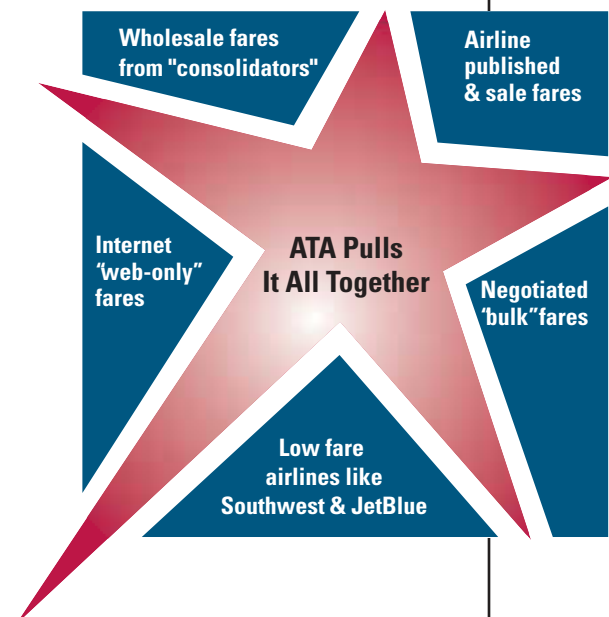
Access to Every Fare

Our development team has created sophisticated, proprietary technology to instantly shop every distribution channel. This gives you access to virtually every airline or hotel deal offered anywhere in the marketplace including the airline's published and sale fares; the "internet-only" fares from the leading travel web sites; fares on "low fare" carriers like Southwest and JetBlue (that most web sites and travel agencies don't sell) and the discount inventory from over a dozen wholesalers, or "consolidators" across the country with whom we partner.

Exclusive Negotiated Rates

And we do more than just seek out everyone else's deals...we also create our own ways to save you money. No one is more aggressive or persistent in negotiating with travel suppliers. As a result, we offer over 30,000 "bulk" fares exclusively contracted for both domestic and international travel on many leading airlines, plus special perks like business class upgrades or fare rule waivers. And we'll go to bat for you to save you even more by negotiating discount or reward programs exclusively for your company.

Access every distribution channel with one call to ATA



Smart Travel Management Saves You Time and Money

Beyond just finding and booking travel arrangements, American Travel Associates uses our tools and expertise to help reduce your costs and improve your efficiency.

CORPORATE TRAVEL POLICY DEVELOPMENT

We can work with you to create or adapt a Corporate Travel Policy based on your company's culture, goals and business. Your policy will reflect your priorities – whether they are minimizing travel time, reducing travel costs or creating more traveler accountability. We will help you communicate the policy company-wide, implement it within our system and manage it with each traveler.

EXTENSIVE MANAGEMENT REPORTS

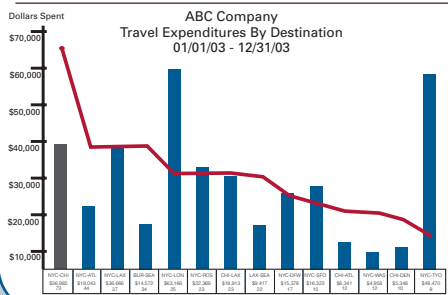
We don't just provide you with management reports. Based on the data collected from our in-depth travel analysis, we identify cost-saving opportunities and provide actionable guidance for more efficient travel management. We can do this because our reports are incredibly comprehensive. They allow us to organize your travel spending by:

- Traveler name
- Credit card/form of payment
- Airline, hotel, or other supplier
- Origin or destination

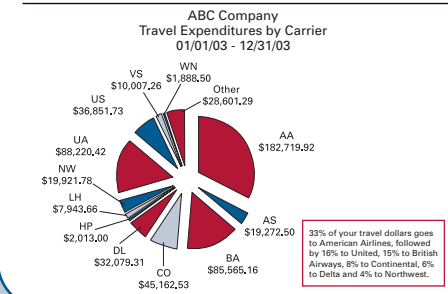
Or, we can create custom reports tailored to your specific needs.

Most importantly, our reporting capabilities allow us to analyze your travelers' purchase patterns—when they book, how often they make changes, and which are refusing less expensive alternatives and why. With this data, we can negotiate with suppliers, refine your travel policies, and otherwise help to ensure that you are maximizing your savings opportunities.

AMERICAN TRAVEL ASSOCIATES



AMERICAN TRAVEL ASSOCIATES



Monthly reports show you where your travel dollars are spent.

CONTRACT RATES AND NEGOTIATED DISCOUNTS

Depending on your volume and your preferred suppliers, we can negotiate special contracts, discounts, and upgrades for your company—maximizing the benefits you’ve earned while minimizing the costs and time it would take for you to do it yourself. Of course, these would be in addition to the exclusive fares and discounts we already have in place for all of our customers.

REWARD PROGRAMS

Another way to make your travel dollars go further is through soft dollar programs where, based on your purchases with individual suppliers, you can earn free tickets, upgrades, and other benefits directly from those suppliers. We’ll make it easy for you. We’ll identify the opportunities, take care of the enrollment, the paper work, and the tracking. And you’ll reap the benefits! You’ll be surprised at how quickly they can come.

SERVICES WITH A PERSONAL TOUCH

We provide all of our customers with a dedicated Account Manager and a back-up team of travel advisors who make it their job to know every traveler in your company. They learn everyone’s personal preferences and travel patterns and then build this knowledge into each traveler’s profile.

Our services include:

- Easy telephone access to your personal account representative with no hold times or call queues
- Multiple ways for you to communicate with us
- Airline, hotel, and car rental arrangements, including price comparisons across all distribution channels
- Changes, refunds, and exchanges
- Late hours plus 24/7 emergency service
- Both automated and human quality control
- Easy to read itineraries sent by fax or e-mail
- Visa and passport assistance
- Meeting and group planning
- Arranging airport transportation



From booking trips that meet all the criteria to providing you with HTML e-mail itineraries that you can actually read, you’ll get fast, accurate, personal service that gets the job done.

Additional Benefits You May Not Know About

We are constantly monitoring the travel marketplace so that we can provide you with up-to-the-minute information and show you the opportunities you may not have the time to research yourself. Some additional benefits we offer:

- Monitoring the travel marketplace in real-time
- Identifying new credit card programs with better reward/mileage bonuses
- Nurturing relationships with airline, rental car and hotel vendors to secure for you the most beneficial contract rates
- Maintaining current information about destinations, airline policies, frequent flyer programs, etc.
- Software to continuously check for lower fares that become available after a purchase is made, and to rebook you at a lower fare if one is found

Implementation Made Easy

At American Travel Associates we guarantee a smooth transition. Our step-by-step model makes getting started with us a breeze.

We will:

- Work with your staff to shape your travel policy to be consistent with your company objectives
- Set up a company profile
- Prepare announcement letters to employees
- Gather information from your travelers regarding preferences, frequent flyer numbers, etc.
- Integrate all data into our system



And after we begin, we can regularly monitor your travel usage and identify opportunities for savings and improved efficiency.

We know that no two companies are alike. So we tailor travel programs to meet the specific needs of each client we serve. Let us help you maintain and control every detail of your corporate travel, because the success you see is what keeps us successful.

Call on American Travel Associates
at 800-795-8371.

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