



Contact: Jennifer Thomas
MacNair Travel & Cruises/American Express
fsrventures@comcast.net ? 301-261-9640

Presidential Campaign Travel: Lessons learned from moving mountains in chaotic circumstances to elect a President

Bush/Cheney Presidential Campaign Employs MacNair Travel to Effectively Move its Team Members Across the United States as Election Approaches

ALEXANDRIA, VA—October 11, 2004— MacNair Travel Management/American Express announced today that as the official Travel Management Company for the Bush/Cheney Presidential Campaign and the Republican National Committee (RNC), the travel agency will be processing 7,000 tickets for volunteers over next 16 days. This increased volume of tickets is in addition to the steady volume of tickets MacNair currently handles for the Campaign and the RNC.

With just over three weeks to the Presidential election, MacNair Travel is moving faster than any agency in the country right now making plans for thousands of Bush/Cheney Presidential Campaign and RNC travelers.

MacNair Travel has prepared for more than a year for these projects. "We have set up supplier deals, corporate online reservation systems, billing and authorizations processes, reporting and documentation processes, around the clock personalized support, data security and privacy, contracts that allow staffers to travel efficiently, communication systems to include blackberries, policies and procedures that save time and money, and more," MacNair's President & CEO Michael MacNair said. These are the basic tenets of quality travel management and with them liabilities are eliminated, money is saved and employee productivity is increased." You won't get that type of proactive leadership and results from the consumer on-line tools," he added.

MacNair Travel has handled travel for six Presidential campaigns. "Compared to past elections, we have implemented a corporate on-line reservation tool to supplement the staff we have assigned to this project. We can help the Campaign and Committee train volunteers at a moment's notice to book travel for others around the clock; yet, all these reservations can be tracked, authorized, checked against policy, supported in the case of an emergency or other circumstances," MacNair said. "This has allowed us to ramp up a multi-channel and cost-effective program for this overall project that is scalable."

The Bush/Cheney Campaign is benefiting from all of the reports and documentation that demonstrates that donors' monies are being used effectively and in fact, Michael MacNair said since the inception of Bush/Cheney Campaign travel about a year ago, the agency has continually beat national ticket average prices, hence, saving the Campaign money. MacNair is beating the national average ticket cost by about \$150 to include any fees it is charging.

For more information on MacNair Travel Management/American Express, contact Jennifer Thomas at 301-261-9640 or visit www.macnairtravel.com.

Discover MacNair Travel/American Express:

Since 1989, MacNair Travel Management- a privately owned American Express Representative Office - has as its mission is to help organizations develop a clear and concise Travel Management System that exceeds defined goals (versus just a place to buy tickets). It considers itself a Travel and Logistics Consulting Firm and not just a Travel Agency because of its proactive consulting, leadership in the development of a cutting edge plan, and dedication to unbiased rate searches that save. MacNair Travel is an award-winning travel firm recognized for its technology innovations, customer service, team excellence and expertise. Michael MacNair teaches Travel Management for the likes of the National Business Travel Association and is a frequent media spokesperson. Visit www.macnairtravel.com for more information about the firm or to attend one of its Travel Management Seminars.

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