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MacNair Travel's Dream Trip Designers Earn Luxury Travel Designation Further Demonstrating Commitment to Learning and Customer Service *Travel Specialists Complete Travel Institute's Luxury Travel Course*

ALEXANDRIA, VA—May 23, 2005 – MacNair Travel Management/American Express announced today that each of its vacation travel counselors - Dream Trip Designers - have completed the Travel Institute's *Luxury Travel* course. This important accomplishment further demonstrates MacNair Travel's expertise in the luxury market and understanding of its clients' travel needs.

The following Dream Trip Designers passed the test:

- Trish Chandler;
- Kathleen DiMeglio, CTC;
- Diana Greer;
- Erin Davis;
- Mindy Milliron; and
- Tharwat Abouraya, CTIE

“The designation is not as important as the wisdom and direction that this team has acquired together that will better serve our customer base for years to come,” MacNair Travel’s President and CEO Michael MacNair said. “They are committed to learning and discovering the best services for our clients, and I am proud of their efforts.”

MacNair Travel leverages its experience in the luxury travel market by specializing in Dream Trips by Design™, according to MacNair. “Dream Trips are more than vacations. A true Dream Trip experience takes into account the Dream Team, Dream Destination, Dream Activities and the Dream Budget.”

Taking time to understand what the client’s goals are for each Dream Trip is a key component to MacNair’s approach to the luxury market. “MacNair Travel recognizes that luxury travelers are looking for certain experiences - Dream Activities - while traveling. Our team goes the extra mile to make dinner reservations in the restaurant that is booked six months in advance, or pre-reserves spa treatments, or even pre-arranges custom transfers to make the trip that much more memorable,” MacNair added.

According to the Yesawich, Pepperdine, Brown & Russell 2004 Portrait of Affluent Travelers, luxury travelers want the following top five experiences most when traveling: 1. Dining in new and different restaurants (85 percent); 2 tie. Being pampered (63 percent) and Visiting architectural or historical sites (63 percent); 3. Shopping (62 percent); 4 tie. Going to art galleries and museums (50 percent) and Specially designed tours of the local area (50 percent); and 5. Exciting nightlife and live entertainment (45 percent).

There are various flavors of luxury in the marketplace, according to MacNair. “While we have a few ‘lifestyles of the rich and famous’ customers, we have even more customers who appreciate the best and want a high end and high touch unique vacation at a great value,” he commented. “This is also 'luxury' and actually represents a great deal of MacNair’s customer base. These folks many times look to us for ideas and creativity, and want us to take care of every aspect of their adventure. So that is a Dream Trip - not just a mere vacation.”

"Lastly, MacNair Travel’s geographic area is a wealthy one compared to the rest of the nation and our team averages 14 years of experience so they are well equipped to serve this local market," MacNair added.

According to the Travel Institute, the *Luxury Travel* course explores the nature of luxury travel and the distinct types of affluent consumers; and teaches agents to focus their sales and marketing efforts to attract luxury travelers and keep them coming back year after year. The course is written by Larry Pimentel, CTC, President & CEO of SeaDream Yacht Club, a high profile travel industry executive widely known for his acumen in marketing and selling luxury travel products.

For more information on MacNair Travel’s Vacation Dream Trips, visit www.macnairtravel.com or email dreamtrips@macnairtravel.com.

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Since 1989, MacNair Travel Management - a privately owned American Express Travel Services Representative – has taken a proactive consulting approach to the management of travel for individuals, organizations of all types and sizes, national presidential campaigns, and VIPs from around the globe. MacNair’s Vacations Division's mission is to generate a portfolio of unforgettable escapes for customers. These escapes are Dream Trips that are anything but ordinary vacations. MacNair Travel is an award-winning travel firm widely recognized for its technology innovations, customer service, team excellence and expertise. Visit www.macnairtravel.com for more information.

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