



## **MacNair Travel Deploys New GetThere Features for Online Booking Travel Tool that Saves Clients 55% in Fees and Saves Money in Fares**

*Online Travel Site Features More Consumer-Friendly Design & Improved Usability*

ALEXANDRIA, VA—October 11, 2006—MacNair Travel Management, a privately owned American Express Representative Office, and GetThere®, the world's leading online corporate travel reservation technology, announced that MacNair's corporate travel online booking tool, MacNairport, went live today with improved usability and sporting a new look. New features will be unveiled during a free Webinar titled "MacNairport: Delivering Superior Value" on Tuesday, Oct. 24<sup>th</sup> from 2:00pm—3:00pm Eastern Time.

MacNair's President & CEO Michael MacNair explains the new interface featured on MacNairport today is more similar to consumer-oriented travel sites, making it more comfortable and simple than ever to book online with MacNairport.

In addition to a new, customized look for the online booking site, MacNair says that MacNairport's new interface features streamlined travel management policy requirements for corporate clients. "MacNairport supports the enforcement of company travel policies, such as authorizations required for certain categories of travelers. These authorizations are unique to each client, but traditionally relate to travel purchases over a certain dollar amount," he adds. "Furthermore, with the new MacNairport features, preferred suppliers are prominently featured."

MacNairport unlike most other travel Web sites, provides comprehensive travel options including low cost carriers including JetBlue, Southwest Airlines and AirTran, as well as all major hotel chains and many independent properties, and finally all major car rental companies.

With GetThere's booking engine under the hood, MacNairport's features include:

- better placement and flow of fields for quick data entry and travel search
- easy to read corporate branding
- messaging for traveling employees throughout the site
- prominently displayed schedules and pricing on availability screens
- travel tools that include city information, driving directions, maps, links to activities and dining, and more.

"With improved traveler usability, MacNairport now has the ability to display messages to travelers on the Web site and on itineraries," MacNair says.

MacNair has experienced success in managing corporate travel programs through its online booking tool, he adds. "MacNairport allows for the collection of reporting data including department data, project codes and more for clients. Our corporate booking tool also incorporates negotiated discounts for air, hotel and auto suppliers," he says. "All of these enhancements contribute to avoiding travel anarchy and result in savings for clients."

MacNairport clients are benefiting directly with lower fees, MacNair says. “Clients’ immediate return on investment for clients is an average of 55 percent per transaction,” he states

Another client benefit is that MacNair supports its online booking tool with quality travel counselors to manage any changes to reservations and to answer any questions, according to MacNair.

“While customers are realizing reduced fees, they do not want to sacrifice the customer service that comes with a full-service travel management company,” he adds.

Finally, MacNair clients continue to save money resulting from supplier relationships and exclusive offers provided by American Express, MacNair added. All of these components provide a client with a one-stop source for an interactive travel management program ensuring quality, customer service and cost-savings.

“Michael MacNair and his team are relentless in getting the most out of the GetThere booking engine for clients,” said Bev Heinritz, general manager of GetThere. “We’re pleased to play such an integral role in the re-launch of MacNairport, and we look forward to participating in its ongoing success.”

To register for MacNairport’s free Webinar titled “MacNairport: Delivering Superior Value” on Tuesday, Oct. 24<sup>th</sup>, from 2pm—3pm, contact LeAnne Rickert, MacNairport Product Specialist, at [macnairport@macnairtravel.com](mailto:macnairport@macnairtravel.com). Instructions will be sent prior to event for registrants. For more information, visit [www.macnairtravel.com](http://www.macnairtravel.com) or call 703-836-1100.

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Since 1989, MacNair Travel Management - a privately owned American Express Representative Office - has helped organizations develop a clear and concise Travel Management System that exceeds defined goals (as opposed to just another outlet from which to buy tickets). MacNair is 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 also an award-winning travel firm recognized for its technology innovations, customer service, team excellence and expertise. Michael MacNair conducts Travel Management seminars for many organizations (e.g., the National Business Travel Association) and is a frequent media spokesperson. Visit [www.macnairtravel.com](http://www.macnairtravel.com) for more information about the firm or to attend one of its Travel Management programs.



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