



Atlas Travel International Is Rewriting the Way Companies Think About Travel with Two Key New Hires

MILFORD, Mass., Jan. 31, 2012 -- "New York companies need to know that there is a significant service and savings difference with Atlas Travel," said Greg Martin, the New York sales director recently hired by the Massachusetts-based travel management company. "A decade of mergers and acquisitions has deprived the New York area of many respected regional travel management companies and that makes Atlas better positioned than mega agencies to offer customized travel programs for companies spending \$500 thousand to \$10 million on air travel."

Mr. Martin is one of two key new hires Atlas has made in recent months to convey that the traveler is an important part of the business travel management process. Companies have been hyper-focused on reducing fees and cutting costs, often sacrificing traveler experience for bottom line results.

"It's key to work with the business travelers as much as you work with executive management," said Michael Sciarretta, who started as Director of Atlas' Travel & Expense Consulting division this past November. "We need to educate and work closely with travelers to help and guide them; a mandate still doesn't mean that travelers are necessarily buying into the program, so we're taking the 360 approach. True compliance requires champion users from all aspects of the program to make it really work. From the TMC, expense platform, card program, and all travel-related vendors, it takes the right mix to create harmony and ensure business goals are measured and achieved."

Mr. Martin's most recent experience was as a regional director of sales for Directravel in New York and he has over 30 years working in the travel and hospitality industry. Mr. Sciarretta comes from New England-based Travizon and saw Atlas as a leader in New England and a frequent winner of regional business.

About Atlas Travel International, Inc.:

Atlas Travel International serves more than 500 corporations and more than 15,000 vacation travelers. Atlas has been honored as a leading business in New England, in the travel industry and as an Ernst & Young Regional Entrepreneur of the Year award winner. Additionally, the company provides meeting and incentive services as well as luxury vacation planning. For more information about Atlas, please visit www.AtlasTravel.com or call 800-362-8626.

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