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NATIONAL TRAVEL MARKETING PUBLICATION GOES GREEN

Serving as a Leading Resource for the Tourism Industry 'The Association of Travel Marketing Executives' Moves its Popular Member Publication to New, Environmentally-Friendly Format

NEW YORK, NY – (October 22, 2007) – As part of an organization-wide green initiative, the Association of Travel Marketing Executives (ATME) recently announced the transition of its publication to an electronic-only format. *Travel Marketing Decisions*, the official publication of ATME, now will be offered in both online and pdf formats and will no longer be printed and mailed to its nearly 750 members and several hundred top industry executives.

“While the saving of paper, postage and transportation represents a positive step in protecting the earth’s limited resources, this initiative is really more representative of our ongoing commitment organization-wide to improving environmental practices in the travel industry.” said Kristin Zern, ATME Executive Director. “It also enables us to publish *Travel Marketing Decisions* more frequently – moving from 2 to at least six times per year.”

Travel Marketing Decisions now will be available on the ATME Web site, in PDF format, and will be e-mailed to ATME members and industry travel marketers who have asked to receive publications from the organization. According to Zern, the PDF format not only saves resources, but allows readers to more easily search for individual articles and view them as separate files.

The Association of Travel Marketing Executives continues to welcome submissions for the publication, encouraging travel marketing experts to contribute everything from:

- Case studies
- Opinion-based articles
- Travel marketing research, and
- Tips and advice on useful marketing tools

“*Travel Marketing Decisions* brings executives in the travel and tourism marketing fields important insights from today’s top experts,” said Zern. “We look forward to being able to bring professionals even more insightful articles in an environmentally-friendly capacity.”

For more information about ATME or to learn how to submit an article for *Travel Marketing Decisions*, visit www.atme.org or call (914) 439-2047. Read the latest issue of TMD at http://www.atme.org/pubs/archives/77_235_1039.CFM or sign up here to have it delivered to your inbox: <http://atme.qm4.net/members/UpdateProfile.aspx?Action=Subscribe>.

About ATME

The Association of Travel Marketing Executives (ATME) is a professional association of senior-level executives with vital responsibilities in the marketing of travel and tourism worldwide. ATME’s members represent airlines, hotels, resorts, cruise lines, car rental companies, advertising and public relations firms, travel marketing professionals, research groups and tourist offices of domestic and foreign destinations. ATME is a global network of industry marketing professionals committed to enhancing skills, recognizing excellence, and providing innovative, effective and provocative marketing ideas and solutions while enhancing the highest standards of travel leadership.

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