

Contact:
Kristin Zern
ATME
914 439-2047
kzern@atme.org

Lindsay Nelon
VOLLMER
972-488-4790
Lindsay@vollmerpr.com

TRAVEL INNOVATORS HONORED AT 2007 ATME CONFERENCE

This 27th ATME ATLAS Awards Recognizes Lifetime Achievement Winner, Top Marketing Programs

LAS VEGAS (June 21, 2007) – During a time when customers are calling the shots in the travel industry, the Association of Travel Marketing Executives (ATME) recognized some of the most innovative leaders and companies in travel marketing at its 27th Annual ATLAS Awards during the organization's recent annual conference in Las Vegas.

The ATME ATLAS Awards, which have been sponsored by the Discover Card for the past 14 years, were created to honor and promote leaders and innovators within the travel marketing industry who have displayed innovative tactics, result-oriented programs and broad marketing vision. Joseph JaQuay, who heads the Discover travel group was the emcee for the evening.

Lifetime Achievement Award

The awards ceremony was highlighted by the presentation of the 2007 ATME Lifetime Achievement Award to Rossi Ralenkotter, President and CEO of the Las Vegas Convention and Visitors Authority (LVCVA) by Gary Sain, President and CEO of the Orlando Convention and Visitors Bureau and ATME's immediate past chairman. After starting his career in the Air Force and at a local Las Vegas telephone company, Ralenkotter joined LVCVA and has been with the organization for 34 years. He was instrumental in developing Las Vegas' current slogan "What Happens Here Stays Here," and was named Grand Marketer of the Year by *BrandWeek* magazine in 2004. Ralenkotter also served as a Nevada delegate to the White House Conference on Travel and Tourism, and holds membership in the travel industry's premier associations.

ATLAS Awards

Additional ATLAS Awards were given to:

2007 INSPIRATION AWARD

TRAVELOCITY - TRAVEL FOR GOOD

2007 GREEN INNOVATION AWARD
FAIRMONT HOTEL & RESORTS

2007 INNOVATION AWARD
Presented and Sponsored by the Las Vegas Convention & Visitors Authority
ROYAL CARIBBEAN INTERNATIONAL

2007 BEST OVERALL BRANDING
THE HERTZ CORPORATION

2007 BEST BRANDING - INTERNATIONAL DESTINATION
THE BAHAMAS

2007 BEST BRANDING - DOMESTIC DESTINATION
LAS VEGAS

2007 BEST BRANDING - CRUISE LINE
CARNIVAL CRUISE LINES

2007 BEST BRANDING - AIRLINE
JETBLUE

2007 BEST BRANDING - HOTEL
HILTON HOTEL & RESORTS

2007 BEST ONLINE COMMUNITY
REALTRAVEL.COM

2007 BEST ONLINE STRATEGY
ROYAL CARIBBEAN INTERNATIONAL

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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