



For Immediate Release

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INTELETRAVEL.COM & STI PARTNER TO TREAD LIGHTLY & GIVE BACK

Unveil Sustainable Travel Education & Technology For Agents

Boulder, Colorado / Delray Beach, Florida - July 6, 2010: As part of its *Intel*♥ initiative for travelers and its independent travel agents, IntelTravel, the long time host agency, has become the first global retail travel agency, and the first host, to form a partnership with Sustainable Travel International (STI), to promote responsible travel and tourism development worldwide. IntelTravel hosts thousands of agents in all 50 United States, Canada, Mexico and 40 other countries, and has a nearly 20 year history of innovation.

When it launches August 1, 2010, *IntelTravel's Intel*♥ will have several practical components located in a new 'green' area of its consumer websites and agent intranet. A custom web-based carbon calculator will allow conscientious consumers to easily measure and manage the CO2 emissions resulting from their travel, including air, hotel and other trip components. Want to reduce your travel carbon footprint or become vacation carbon neutral? Choose from a variety of high-quality carbon offset portfolios worldwide, including renewable energy, energy efficiency and forestry-related projects – all verified or certified by independent third party authorities – and make the modest donation corresponding to your travel arrangements.

IntelTravel has added a charitable, community-focused element to the program as well, addressing recent powerful consumer trends, like 'buying with your heart as well as your head'. Customers will find responsible travel options and volunteer vacations from top travel brands, like Sandals' Giveback Getaways, Ritz Carlton Volun-Tourism opportunities, Royal Caribbean Cruises For Charity®, Abercrombie & Kent Philanthropic Journeys, and for Agents, promotions for industry efforts like membership in TourismCares and STI.

Behind the scenes, IntelTravel Independent Travel Agents will be encouraged to become 'green entrepreneurs', with educational programming designed by IntelTravel and STI, including a series of exclusive webinars resulting in a Sustainable Travel Counselor certification. Agents can also search a directory of green getaways: certified eco-destinations, eco-credentialed hotels, hybrid car rentals and more. The final piece is a travel philanthropy engine that connects travel agents and their clients to more than 850 pre-screened grassroots charity projects around the world,

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quality philanthropic initiatives in the destinations IntelTravel sells. Projects are searchable by country or type: children, health, women, disaster recovery, etc. Choose from Radios For Rwanda Orphans, Rescue From Forced Labor In India, Sustainable Agriculture in Mexico, Saving Orangutans, Books & Films For Underprivileged Children, and many more. Gift cards and a gift registry function aid in the giving. (Custom technology solutions to efficiently manage its far-flung agent network are an IntelTravel signature.)

According to Brian T. Mullis, CEO of STI, "Tourism is arguably the world's largest industry - it generates about 10% of total world GDP and employs over 10% of the global workforce, and the industry is on the verge of tremendous growth despite the economic climate. Through a leading, progressive-thinking travel seller network like IntelTravel, we can teach travelers to tread lightly, travel with low impact, and teach agents to help protect the cultures they visit and the world they sell."

"IntelTravel is in a leadership position and can positively influence the choices of travelers and the actions of travel suppliers, help agents identify legitimate "green" travel providers and along the way provide more authentic travel experiences for its customers," he continued.

James Ferrara, Executive Vice President & COO of IntelTravel added, "A partnership with the global leader in sustainable travel, STI, is the center of our larger commitment to give back to the communities where our agents and customers live, and to the cultures and destinations they sell and visit. We routinely quote the cost of travel in dollars. Now we can help consider the other costs – to the planet and host communities - and how to mitigate them, and even avoid them altogether, through education and informed choice."

"But this is a business, so it's important to recognize that not only is this the right thing to do, but research shows this will enhance our agents' profitability, attract new talent to our agency, and help to preserve the world's best destinations...and best profession. For our preferred travel partners, like Royal Caribbean, Marriott and other major brands, *IntelTravel's Intel* ❤ is another way we separate ourselves from other travel sellers. We offer cutting edge channels to reach travel consumers worldwide," added Ferrara.

There is no cost to agents for *IntelTravel's Intel* ❤, including the new calculators, travel philanthropy engine, and other custom technology available through their personalized home-based booking platform. The webinars and other resources are also free of charge, as is all agent education at IntelTravel.

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About IntelTravel.com:

IntelTravel.com (founded in 1991), "The ORIGINAL Travel Agency At Home", is the pioneer of the large scale host agency and home-based travel agent model. IntelTravel.com has a worldwide network of thousands of full and part-time independent travel agents who sell travel to families, friends, co-workers and other customers, using both IntelTravel booking technology and traditional methods, promoting all major travel products. Today, the concept has become a pillar of the travel industry, accounting for 1/3 of all US travel sales, amounting to 7 billion dollars a year (Credit Suisse First Boston). For nearly 20 years, the company has been known for its leadership in travel agency sales, robust preferred supplier relationships, innovative agent education programs and cutting edge travel technology. www.IntelTravel.com

About STI:

Founded in 2002, Sustainable Travel International (STI) is a non-profit responsible tourism organization, and the global leader in providing education and outreach services that help travelers, travel providers and destinations support environmental conservation and protect cultural heritage while promoting cross-cultural understanding and sustainable economic development. www.sustainabletravelinternational.org

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