



Press Release – For Immediate Release

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New First-hand European Travel Advice and One-of-a-kind Hosted Cruises Available from Atlas Travel International

Milford, Massachusetts – May 11, 2006: The hottest trends in travel are cruising and Central European destinations. The U.S. Department of Commerce, Office of Travel and Tourism, reports that U.S. visitors to the Czech Republic alone is up 62% and the region overall is experiencing a boom in tourism.

Cruising, another boom market, is a fast-growing travel segment with more than 51 million current vacationers having cruised in the past and more than 31 million U.S. vacationers expressing their strong intent to cruise within the next three years, according to the Cruise Lines International Association (CLIA) 2006 Market Profile Study. These strong numbers mean that cruise line cabins are demanding higher and higher prices but there are still some discounts to be found.

Atlas' Hosted Cruises Feature Special Shore Excursions, Parties and Discounts

Exclusively available at Atlas Travel International are the recently announced *Sheer Luxury* cruise vacations with special, private shore excursions, private cocktail parties and a cruise host that accompanies the Atlas' groups. In addition to the special events, Atlas is also offering a \$300 per couple shipboard credit based on double occupancy on selected sailings. The special package and pricing are available on a wide variety of itineraries on seven cruise lines: Celebrity Cruises, Crystal Cruises, Holland America Line, Regent Seven Seas Cruises, Silversea Cruises, Windstar Cruises and Yachts of Seabourn.

In addition to the \$300 perk, travelers booking a selected Ensemble™ Hosted Cruise with Atlas Travel International may also enjoy savings of up to 50 percent depending on the cruise line and departure. The *Sheer Luxury* offer applies to new bookings of ocean-view staterooms made through Atlas Travel International until June 17, 2006 on designated Ensemble Hosted Cruises. Travel must be completed by December 31, 2006. Atlas Travel International encourages travelers to book immediately as space is limited.

“With prices ranging from about \$1,500 to about \$7,000 per person and vacation lengths from 7 to 17 days, plus worldwide cruise itineraries, *Sheer Luxury* offers something for everyone,” said Karen McCrink, Atlas’ manager of vacation travel services. “We have more than a dozen leisure experts in our Milford and Lexington offices and we’ve been on nearly every ship and every itinerary so we can truly guide our clients to the best experience at the best price.”

New Central European Destination Specialist

Kay Murphy, a travel consultant working with Atlas Travel International, recently completed a five-day, extensive in-country training program at the American Society of Travel Agents’ (ASTA) International Destination Expo in Prague and the Czech Republic. Ms. Murphy now adds “Central European Destination Specialist” certification to her expertise in Asia, New Zealand and Australia.

“This training gave me an opportunity to explore the many hidden treasures of Central Europe and to make business contacts that will help me better serve my clientele,” said Ms. Murphy. During the session, Ms. Murphy received advanced training in Central European regions such as the Czech Republic, Hungary, Poland, Germany, Austria, Romania, Bulgaria, Slovak Republic, Macedonia, Albania, Slovenia, Croatia, Bosnia and Herzegovina, Serbia and Montenegro.

“The training was based in the Czech Republic and I added independent visits to Poland and Hungary. I had also visited Croatia and Montenegro last fall, so I have first hand knowledge of all the most popular destinations in Central Europe,” said Ms. Murphy. “The newly rediscovered destinations offer old world charm combined with the conveniences that U.S. travelers expect.”

About Atlas Travel International, Inc.:

Atlas Travel International is a full-service travel agency serving millions of trips for corporate, vacation and meeting travel needs. Honored as a leading business in New England and a leader in the travel industry, Atlas is headquartered in Milford, Massachusetts and has offices throughout the New England region. More information about Atlas Travel International is available on the Web at www.atlastravel.com or by calling 1-800-362-8626.

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