**Executive Summary**

**Middleton Travel/Travel Leaders Executive Summary**

Middleton Travel/Travel Leaders was established in 1983 by Mary Miller and Pam Wencel. Both owners are actively involved in day to day operations. Through acquisitions, new business, and growth opportunities, our office and $17 million in annual sales earns Middleton Travel the number 2 spot in the Best Business Travel Agency category in Madison. Middleton Travel is currently serving over 190 businesses in Dane and surrounding counties.

**The focus of our business emcompasses three main areas:**

1. Corporate Travel Management: Our business travelers and travel arrangers work directly, wither via phone, fax, or email, with our team of dedicated corporate agents. Business travel represents 45% of our business mix; we have developed a stff of highly trained corporate agents and invested in technology necessary for a successful business travel program. From front-line agents to management reporting to travel policy deveopment, Middleton Travel offers all services necessary for an efficient, productive travel management program.

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1. Retail Travel: We offer our clients a convenient Middleton location for all opf their leisure travel needs. Our leisure agents average 13 years in the industry. All specialize in a number of destinations, including cruising, UK, Australia, Europe, Caribbean, Mexico & Asia, as well as destination weddings and honeymoon travel. Visit [www.middletontravel.com](http://www.middletontravel.com) for complete biographies and specializations.
2. Group Travel: the Group Department specializes in sports travel, destination weddings, and family reunions. We also specialize in meeting and incentive travel planning services. Our award winning niche market also includes our trips for women only,

*Girls Getaway*.

**Middleton Travel/Travel Leaders Summary**

* Privately held corporation, Mary E. Miller, President
* 30 employees
* Average agentindustry experience is 17 years with 8 years tenure
* 2016 total sales of $17 million
* Ranked 2 out of 21 (agencies in Dane County) for business travel
* Corporate travel accounts for 45% of our total business
* Group travel division

**Middleton Travel/Travel Leaders and Global Network Affiliates**

* Dedicated Business Travel Center
* Dedicated Group Travel Division
* Retail locatin for leisure travel

**Middleton Travel is a member of the Travel Leaders Global Travel Network.**

This powerful combination of a large regional agency partnered with a global travel network provides our clients with global services and increased buying power, while maintaining personal relationships and local representation.

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**Other Global Network Benefits**

* 24 hour toll-free emergency service
* Global concierge serivces
* International rate desk
* Hotel programs with negotiated rates and block space program
* Car discount programs with Avis, Budget, and National

**Advanced Technology**

* Worldspan global distribution system
* National account status with Worldspan
* IT department
* Training department
* Suite of reporting products including industry-leading Crystal reporting
* Concur online booking tool
* Email communication with dedicated travel counselors
* Low Fare Re-check – Searches for available lower fares continuously until travel
* Seat Check – assures every effort is made to accommodate traveler’s seat preference
* Interactive Worldfiles an automated profile system that assures traveler preferences are met and unused ticket inventory is utilized
* E-tracker – Automated program to alert Middleton Travel of unused electronic tickets

**Corporate Travel Management**

* Dedicated Account Manager
* Customized Strategic Plan
* Vendor Negotiation for air, car, hotel and corporate payment systems
* Customized graphical management reports
* Travel policy development
* Education Seminars for travelers and travel arrangers
* Electronic newsletter with critical industry updates

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**Services We Provide Include:**

* Expert Advice and Knowledge with Unbiased Information
* Price Comparisons for Best Value
* Guaranteed 2 Hour Response Time
* Individualized and Personal Service
* Meeting and Incentive Travel
* $100,000 Free Flight Insurance on each Airline Ticket
* Complete Itineraries for PC’s, laptops or PDA’s
* Free Document Delivery
* Global Alliance Hotel discounts
* 24 Hour Emergency Travel Service
* International Specialists
* Earn Free Travel

**Mission Statement**

It is the mission of Middleton Travel, Inc. to be a full service travel agency with strengths in business, vacation and group travel. In our commitment to provide quality travel arrangements, we strive to employ only the most knowledgeable and professional travel counselors. It is the commitment of each of our agents to offer personal travel assistance tailored to meet the individual needs of each of our clients with **service that shows we care!**