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PRESS RELEASE #240

TRAVEL IMPRESSIONS ADDS DUBAI TO PORTFOLIO

Offers Six-Night Luxury Packages with Business Class Air Starting at \$9,499

FARMINGDALE, NY (May 20, 2008) – Travel Impressions (<http://www.travelimpressions.com>) has added the international hotspot Dubai, United Arab Emirates to its portfolio of world-wide destinations and now offers vacation packages to some of the area's most luxurious hotels.

"Interest levels for vacationing in Dubai have increased dramatically among the traveling public as well as with our travel agent partners," said John Hanratty, chief marketing officer of Travel Impressions. "As with any of our products, we are committed to providing the best of what Dubai has to offer with luxurious accommodations and exotic locales," he added.

"Travelers might think that visiting a destination this new and exotic is inherently more difficult, but with our packages it's simpler than ever for travel agents to book Dubai and for travelers to see and experience the destination with ease and enjoyment," Hanratty noted.

Travel Impressions has amassed an impressive collection of luxury Dubai hotels including:

- Burj Al Arab, the world's first and only seven-star hotel.
- Habtoor Grand Resort & Spa, a five-star luxury resort on Jumeirah Beach.
- Jumeirah Beach Hotel, an internationally recognized architectural icon designed to reflect the shape of a breaking wave.
- One & Only Royal Mirage, considered the most stylish resort on Jumeirah Beach, comprising three equally distinctive properties - The Palace, Arabian Court and Residence & Spa.
- Park Hyatt Dubai, luxurious seaside accommodations adjacent to Dubai Creek & Yacht Club.
- Emirates Harbour Hotel & Residence, featuring brand new, five-star luxury apartments.
- The Ritz-Carlton Dubai, a private playground set on a stretch of exclusive beachfront.

Airfare to Dubai is available through Delta Airlines and Emirates Airlines. Optional experiences that travel agents can book for their clients include:

- Dubai City Tour: Visit the best of Dubai's architecture, history and natural beauty.

- Dhow Cruise with Dinner: Enjoy a panoramic dinner cruise up and down the Creek of Dubai on a traditional wooden Dhow.
- Hatta Pool Safari: Ride into the dunes for a roller-coaster drive, visit a camel breeding farm and view natural rock formations in the middle of the desert. After a scenic lunch, travel the mountain trails of Wadi and enjoy the Bedouin experience of swimming in the rock pools.
- Sharjah and Ajman Tour: Visit a neighboring Emirate and uncover its 1,400 years of priceless art and centuries-old architecture.
- Abu Dhabi City Tour: Discover the city of Abu Dhabi, the capital of United Arab Emirates, and explore its ancient and modern sides, ports and beautiful waterfront.

To introduce Dubai to agents and their clients, Travel Impressions is offering specially priced air-inclusive vacation packages which feature roundtrip business class airfare on Emirates Airlines from New York's John F. Kennedy Airport to Dubai International Airport, roundtrip private airport/hotel transfers, hotel accommodations for six nights, tax and service, specified tours and travel insurance.

Select six-night packages, valid for travel now through Oct. 31, 2008, include:

- Ritz-Carlton Dubai with a Sharjah/Ajman Emirates excursion starting at \$9,499 per person
- Jumeirah Beach Hotel with a Hatta Pool Safari excursion starting at \$9,549 per person
- Burj Al Arab with a Dhow Dinner Cruise excursion from \$12, 805 per person

For reservations or more information about Travel Impressions Dubai offerings, visit <http://www.travelimpressions.com> .

Dubai, United Arab Emirates

Dubai is a modern city that rises out of the desert like an oasis of pure amusement and grandeur. It's a destination that is dedicated to the pleasures of the good life with more celebrity enticement than Monte Carlo, and eye-popping natural and man-made scenery that surpasses Las Vegas.

Without question, Dubai is a study in contrasts and the unexpected. This magical metropolis features a skyline dotted by skyscrapers designed to push the limits of engineering and architecture while nearby, the local Bedouin and coastal cultures continue to thrive.

This desert emirate is also home to magnificent Arabian Gulf beaches, a massive indoor ski slope, the Palm Islands, the world's largest artificial islands, all shaped like Palm Trees (so massive, they are visible from space) and the world's first seven-star hotel.

There are golf courses, marinas, world-class shopping and once-in-a-lifetime recreation opportunities. There's nothing expected about Dubai.

## Travel Impressions

Headquartered in Farmingdale, NY, with an additional office in Bethlehem, PA, Travel Impressions is a wholly owned subsidiary of American Express. Travel Impressions has been the recipient of Travel Weekly's Readers Choice award for "Best Tour Operator, Sales & Service" for three consecutive years (2005, 2006 and 2007), and has won the publication's award for "Best Tour Operator, Domestic" for 2006 and 2007. The company has also been recognized three times as an "Editor's Pick" by TravelAge West – first in 2006 as "Best Tour Operator Website, designed specifically for travel agents" and in both 2007 and 2008 as "Best Tour Operator Mexico."

Since its founding in 1974, Travel Impressions has taken approximately six million travelers on vacations to Mexico, the Caribbean, the Islands of the Bahamas, Bermuda, Costa Rica, Panama, Argentina, Brazil, Europe, the Islands of Tahiti, Canada, Hawaii and the Continental U.S. Today, Travel Impressions provides leisure vacation packages to 150 destinations and more than 1,800 resorts and hotels worldwide, departing from cities nationwide.

For more information about Travel Impressions, visit:

<http://www.travelimpressions.com>