

FOR IMMEDIATE RELEASE

MLT Vacations Marketing Hub now available for travel professionals

Cutting-edge tool is powerful, easy-to-use

ATLANTA (October 1, 2014) – MLT Vacations, a leading provider of quality vacation packages, announces that its dynamic one-stop shop marketing tool for travel professionals is operational and now available to its travel agency partners.



The MLT Vacations Marketing Hub is a powerful, easy-to-use web-based platform that enables travel professionals to conveniently create Delta Vacations and Aeromexico Vacations customized flyers, e-postcards, social media content, web banners and other marketing and advertising materials to meet their specific business needs.

“Our travel agency partners can now take their marketing efforts to an entirely new level with this innovative, cutting-edge tool,” said MLT Vacations President John Caldwell. “The Marketing Hub frees up agency resources so travel pros can quickly and easily build and deploy co-branded marketing materials, generate leads and ultimately sell more vacations.”

The Marketing Hub is accessible to registered travel professionals through MLT Vacations’ exclusive booking portal, WorldAgent Direct.

Content on the Marketing Hub is updated regularly and includes branded templates for Delta Vacations and Aeromexico Vacations. The templates are designed for a variety of marketing channels and can be tailored with a travel agency’s unique call to action, logo and contact information.

Earlier this year, MLT Vacations demonstrated a prototype of the Marketing Hub to its travel agency advisory board. “MLT did a good job of listening to what we had to say and have incorporated much of our feedback into the operational tool. My team can’t wait to get their hands on it!” said Jennifer Doncsecz, owner and president of Pennsylvania-based VIP Vacations.

Travel professionals also got a look at the Marketing Hub earlier this month during MLT Vacations’ annual educational and networking conference, MLT University. During the three-day event, nearly 500 attended the Marketing Hub classes for a preview of the new tool’s functionality and capabilities. Demos of the new tool were also available at the daily trade show held during MLT University.

“It’s always a scramble to meet deadlines for our marketing collateral. That’s why I was so excited when I saw the Marketing Hub demo at MLT University,” said Stuart Cooper, owner of Fairview Cruise and Travel in Garden City, NY. “I knew this was a resource that would really improve our productivity and help us get ahead of the curve with our marketing campaigns.”

For more information, travel professionals can call 1-800-727-1111 or visit worldagentdirect.com.

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About MLT Vacations - MLT Vacations, a wholly-owned subsidiary of Delta Air Lines (NYSE: DAL), is one of the largest providers of vacation packages in the United States. The company manages brands including Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, and Aeromexico Vacations. MLT Vacations offers its customers convenient one-stop shopping for quality, tailored vacation packages that are competitively-priced and combine Delta Air Lines and its strategic partners’ flights with stays at more than 4,000 hotels and resorts worldwide, and a broad selection of sightseeing excursions and activities. For travel agents wishing to access the full scope of MLT Vacations product offerings, please visit www.worldagentdirect.com.