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ATPI launches new brand identity

ATPI has unveiled a new brand identity to spearhead the company's push as an international TMC force.

The new look has been developed following recent expansion in a number of countries including the USA, Brazil and Spain and the UAE with Israel soon to follow, and the acquisition of marine fares specialist Instone International last year. It was showcased to staff at a meeting in Bergen, Norway, recently, which brought together representatives from ATPI's worldwide operations.

Parent brand ATPI will now represent the organisation at group level, with ATP Corporate Travel, Instone Marine & Corporate Travel and ATP Event Experts as newly created sub-brands. The values – Innovation, Commitment and Empowerment, will unite all communications to ATPI employees and customers with the renewed and revitalised group vision being 'to be the number one travel provider in our respective international markets.'

Graham Ramsey ATP International Group CEO commented: "The international growth and acquisition of Instone demonstrated a clear opportunity to refresh and create a unified brand with associated values.

"Each brand identity is unique and share's ATPI's common goal of communicating our passion for the business to every client across all brands. With international growth continuing to be a key strategy for ATPI, the new brand identity will only assist in our commitment internally and to our customers in providing a superior travel management offering in the marketplace."

The ATPI Group now operates out of 44 wholly owned and franchised offices in 26 countries around the world. In December 2009 the company signed a franchise agreement to open ATP branded offices across the Middle East, while partnership deals have been signed in the US, Canada and Spain this year.

For further information about ATPI please see www.atpi.com

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About APTI

ATP International Group is a long established travel management company and of the fastest growing brands in business travel. Following the successful acquisition of Instone International in July 2009 the company now has 40 offices worldwide and revenues in excess of €750 million. The company has successful operations in business travel, corporate event management and online travel technology providing a service to all business sectors with specialist, market leading, services for a number of key industries.