

# PRESS RELEASE

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## **TRAVEL TEAM CONSULTING EXPANDS SERVICES AND RESOURCE BASE** *New team member offers new perspective on multicultural tourism*

**GREENVILLE, SC (May 3, 2006)** Travel Team Consulting, a multi-disciplined travel consultancy, recently added another tool to their service kit. Former American Airlines executive and long-time industry operative **Lou Phillips** joined the team, expanding the group's reach into multicultural tourism. Phillips spent 27 years with American Airlines and created its Urban and Community Relations Department. This department coordinates the airlines sales and marketing strategies focused on the African American segment.

"Having Lou on board enables us to assist any travel company or organization that doesn't have multicultural expertise 'in-house' but recognizes the need to respond to a more diverse consumer base," explained Mike Putman, founder of Travel Team Consulting.

In 2000, Lou stepped into early retirement to found the **Multicultural Tourism Development Alliance** (MTDA) with the intent of incorporating more African American historical sites into the tourism mix. Since its launch, MTDA created its own internet travel portal ([www.ethnotravel.com](http://www.ethnotravel.com)), established meeting planning relationships with national organizations for handling annual conferences; and in 2001, launched a history and cultural television show aired weekly in over 25 million households nationwide. Lou brings a wealth of experience relating to this growing consumer segment whose purchasing power was over \$700 billion in 2005 and expected to reach \$1 trillion by 2010, according to the University of Georgia's Selig Center.

"I'm thrilled to have an opportunity to join forces with Mike and his team. I fully expect that my many years of involvement in the community and the travel industry, at all levels, has earned me the access and recognition that will translate into action for any client," stated Phillips.

### **About Travel Team Consulting**

Founded by industry veteran, Mike Putman, and headquartered in Greenville, South Carolina, Travel Team Consulting is a multi-disciplined consultancy for travel-related companies. The group of senior level travel executives offers Branding, Strategic Marketing, Conversion Improvement, Call Center Design, Vendor Contracting, BPO and IT Offshoring, Web Optimization, Targeted Tracking Programs, Business Modeling, Distribution Strategy, Executive Recruiting, and Alliance Optimization. For more information, visit [www.travelteamconsulting.com](http://www.travelteamconsulting.com).

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