

Creating a Better Life for the Business Traveler

It's often rough going for business travelers. Planes are full, delays are plentiful, hassles are frequent. When Orbitz for Business conducted a poll recently, it found that business travelers consider life on the road more difficult than it was two years ago. Flight delays and cancellations were cited as the biggest pet peeves, followed by security lines and draconian carry-on restrictions.

But there's plenty of good news for road warriors, too. Once you take off, there are new ways airlines have improved in-flight service. **Korean Air Lines** has won several important reader-choice awards for its roomy sleeper seats, and superb on-demand in-flight entertainment system.

Lufthansa (www.lufthansa.com), which recently enhanced its premium-class service, has redefined long-haul flight comfort. Thanks to retractable armrests, business-class passengers have ample room for arms and shoulders; then at the push of a button, the seat morphs into a cushy, six-foot PrivateBed, complete with massage function. If you need to work, a large worktable, storage space for laptop and files, power connection and individual reading light are all integrated into your space.

And when it's time to dine, you'll do it in style. The airline has partnered with Peninsula Hotels, whose chefs and sommeliers have created special menus for the Connoisseurs on Board food and wine program offered to first- and business-class passengers.

Being one of the early pioneers of the all-business-class product, Lufthansa knows all about Business Class. Besides offering three business-class only routes between North America and Europe, they also offer Private Jet service for customers booking private air travel in conjunction with scheduled commercial flights.

Airport lounges are homing in on frequent travelers as well. **Cathay Pacific Airways** gets special recognition for its private cabanas (with soaking tubs) at its hub, Hong Kong International Airport; **Malaysia Airlines** wins kudos for its fantastical lounge at Kuala Lumpur International Airport. It's the only one in the world with a river running through it.

As the world continues to globalize, the demand for these services will likely grow, even for companies keeping a gimlet eye on costs. NBTA president and CEO, Suzanne Fletcher, said, "While most companies have tightened policies regarding

first- and business-class travel in the last 10 years, some have begun shifting policy to allow more travelers to fly Business Class on long-haul flights."

How's this for another convenient touch? A way to keep fit without having to go to a fitness center. **Omni Hotels** will hand you a Get Fit Kit when you check in. The contents: barbells, resistance band, yoga mat and radio with ear buds.

And finally, tired of the stress of being lost and late in a strange city? When you want to navigate like a native, bring along an ultra-portable GPS navigation/mapping unit like the compact, easy to use **Garmin nüvi™ 350** and you'll never have to make any more U-turns. It's a versatile travel assistant about the size of a deck of cards.

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NATIONAL BUSINESS TRAVEL ASSOCIATION
Connecting the Business Travel World

Corporate travel managers from the world's leading companies use NBTA resources to follow industry trends and developments; to network with peers around the globe; to benchmark their companies' travel policies, procedures, and rates; and to enhance their professional knowledge.

NBTA is the voice of business travel in Washington, lobbying for policies that benefit business travelers and their companies.

The NBTA International Convention & Exposition - held this year in Boston, July 22-25 - is the largest gathering of travel vendors and corporate managers in the world. With nearly 6,000 attendees expected this year, it is the must-attend event for business travel professionals. NBTA also offers networking and education events in Brazil, China, England, and Mexico. For more information, visit www.nbta.org.

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