

Visiting Iceland or Greenland Just became easier for all US Travelers

Strategic Partnership brings Iceland and Greenland closer to millions

Los Angeles, CA – Feb 23, 2011 – ITA, Iceland Travel Assistance - Iceland's most successful one-stop-shop travel company, jointly announced a strategic partnership with AMT-American Express Travel today allowing travelers to experience two destinations which have been largely untapped are still pristine and provide world-class service and style.

Through this new partnership, we will be able to offer more promotions, be more visible to our US customers and offer unbeatable packages to anyone who wants to experience something off the beaten track, said Yngvi Stefansson, CEO and President of ITA.

Because Iceland Travel Assistance is an independent provider of packages as a one stop shop it was selected to be the preferred partner for AMT travel.

“ITA have booking facilities at the Port of Reykjavik for passengers on the cruise ships; at the International airport in Keflavik; at some of the most prominent hotels in Reykjavik as well as Tourist information centers throughout the capital.

ITA have the most touch-points to assist visitors in Iceland and for those wanting to travel to Iceland, than probably any other travel agency in Iceland. We felt that this was a great fit with our business”, said Frank Morgan, Vice President of Sales and Marketing World Wide AMT-American Express Travel.

“We market to millions of potential travelers every year and ITA was able to move fast, offer great value and provide the service with exceptional customer satisfaction that we were looking for. We know that our clients will be well looked after”.

About Iceland Travel Assistance

Founded In 2002, ITA has been successfully providing travelers to Iceland and Greenland with information, services, bookings and custom vacations. ITA strives to provide services with a personal touch, with creative and multilingual employees.

Iceland Online is a booking engine operated by ITA which is easy to navigate, enabling clients or travel agents to book almost any tour in Iceland, since ITA cooperates with most of the Icelandic Tourist industry. For more information on its services visit: <http://www.ita.is> <http://www.icelandonline.com>
<http://www.icelandtravel.com>

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About AMT-American Express Travel

AMT American Express Travel and your American Express Service Team are some of the finest travel professionals in the world. AMT American Express Travel a name you know, and a Brand You Can Trust.

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