

American Express Travel Launches Local Color, a Unique Must-Visit Travel Information and Planning Sitelet  
2007-10-03

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Sitelet Aggregates Best-in-Class Destination Content from IgoUgo, Lonely Planet and Travel + Leisure

Today American Express Travel announced the launch of Local Color, a new travel information and planning sitelet that allows visitors to easily and efficiently explore destination content and plan for enriching travel experiences. Local Color aggregates best-in-class destination content from three strategic partners -- Lonely Planet, IgoUgo, and Travel + Leisure -- into one easily navigated, searchable, and engaging experience. The sitelet can be accessed at [www.americanexpress.com/localcolor](http://www.americanexpress.com/localcolor).

Through Local Color, American Express is leveraging each partner's expertise to provide valuable travel information on destinations all over the world. Lonely Planet covers exclusive destination guides, Travel + Leisure, published by American Express Publishing Company, contributes articles about classic and up and coming destinations, and IgoUgo provides insightful travel reviews and also helped build and hosts the site. The content is combined with American Express Travel online tools, resources and special offers for Card members to create a dynamic tool for travelers.

In addition to destination-specific search capabilities, Local Color provides information and reviews for specific hotels, attractions, and restaurants in locations throughout the world. Created to be a true one-stop, must-visit source for those planning a vacation, the site also includes "Top Picks" lists compiled by well known editorial contributors and certified American Express Travel specialists. "Top Picks" topics include the best destinations for arts and culture, golf, scuba/snorkeling, gaming and more.

"Travelers are increasingly looking for ways to deepen their knowledge through travel experiences that are unique and memorable," said Audrey Hendley, vice president of marketing, American Express Travel. "By bringing to our customers tools like Local Color, we can help them create truly personalized and unforgettable vacations."

In the coming months, American Express Travel plans to further enhance the Local Color sitelet with the addition of exclusive vacations and double Membership Rewards point promotions for American Express Card members. Currently, Local Color users can easily return to American Express Travel's main web site, [www.americanexpress.com/travel](http://www.americanexpress.com/travel), to book enriching, often exclusive vacations.

Other American Express Travel site features include:

A Travel Tools drop-down list allows users to view current conversion rates, check flight status on any pending vacations, access information regarding a global assist hotline and locate one of American Express Travel's 2,200 Travel Services Offices worldwide.

The Find a Travel Specialist section features a listing of travel agents who are experts in specific destinations or niche travel areas. The Locate a Travel Service Office section provides a listing of searchable American Express travel offices around the world.

A Travel Support Center allows users to buy Travelers Cheques and Travelers Cheque Cards, obtain foreign currency, replace stolen and misplaced passports and credit cards, and purchase various types of travelers' insurance including trip cancellation, medical, and baggage protection insurance.

This article comes from Hotel News Resource

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The URL for this story is:

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