

HOLIDAY GIFT IDEAS

Frequent Flier Miles Make Great Employee and Customer Gifts

(NAPSA)—With the gift-giving season approaching, many human resource managers and small business owners are faced with the task of choosing how to show thanks to employees, clients and customers.

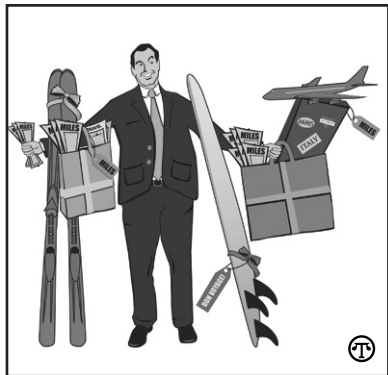
Companies often resort to giving the traditional cards, calendars, fruitcakes and assorted gift baskets. But recently, decision makers have found that travel is an exciting and creative reward to offer employees and customers.

Many airlines' frequent flier programs now allow companies to purchase miles for rewards or incentives, and businesses of all sizes are awarding the gift of travel through these programs.

Frequent flier miles can be used for award travel, airport lounge memberships and upgrades to hundreds of destinations worldwide. Miles are popular incentives because they are cost efficient, easy to give and can be purchased online at any time.

"Showing customers and employees how much they are valued is one of the most important things business owners and managers do," said Christine Pierce, Delta's director of Partnership Marketing. "Companies are now using Delta SkyMiles as an alternative to old standbys because they are a low-cost, high-value gift."

Frequent flier miles are alluring because most businesses want to offer meaningful gifts, while sticking to a budget. A survey conducted by the OPEN Small Business Network of more than 750



The gift of travel may be more appealing than a fruitcake.

small business owners and managers, found that during the holidays, companies' planning budgets for gifts, parties and other rewards were around \$1,000.

For instance, with Delta's frequent flier program businesses can purchase 60,000 miles for under \$1,500 and may award them in various increments. Additional miles may also be purchased above the 60,000-mile minimum, and miles may be awarded to recipients through account deposits, e-mail, e-card or via paper certificates.

Delta SkyMiles may be redeemed for upgrades, Crown Room Club memberships and Award Travel on more than 14,000 flights to more than 400 worldwide destinations served by Delta, SkyTeam, Northwest Airlines, Continental Airlines and other partners. To purchase miles and to view the complete terms and conditions for mileage purchase options, visit delta.com/incentives.