

Perfect Timing

All business is cyclical. You heard that in business school. The travel industry is no different. Throughout the year, there are predictable peaks and valleys in demand and pricing. Travelers who study them save the most money and have the most comfortable trips. Here's a road map to help in the planning process.



Best Days to Travel. Some days of the week are better for business travel than others. According to FareCompare.com, Tuesdays and Wednesdays are the least expensive days to fly, since that's when airfare discounts are most available. Fridays and Sundays are the most expensive. Those early weekdays are also likely to mean a wider choice of seats.



Best Daily Bookings. If you are looking for the best deals on flights, consider flying during traffic lulls. Late-night red-eyes are the cheapest flights, followed by the first flights out in the morning (this will vary by airport and destination). After that, it's best to book during or after lunch and at dinnertime. The added benefit: freedom from crowds.



Maximize Downtime. Many view travel as lost time between meetings and appointments. But, in fact, it offers a rare opportunity for office-free thinking, reading, or relaxing. Schedule half an hour of free time for yourself between meetings, and personal time after work. This will help you recharge creative juices.



Balance Work and Life. Making time for your personal needs is just as important as making time for your career. You can achieve this goal by allowing time between meetings for exercise, staying in touch with family and friends through pre-arranged phone calls or e-mail, and exploring new cities with advice from the concierge. In the end, both work and life will benefit.

A Perk That Works



Why do smart travelers choose National Car Rental? Time-sensitive business travelers who are members of National's popular, award-winning Emerald Club are typically in the fast lane. Here's the attraction:

Personal Choice: Members can quickly select the car of their choice off the lot's Emerald Aisle and drive away. It's as fast and simple as that. For details and a clever virtual tour, see www.emeraldaisle.com.

Convenience: Coming back to the airport, just drive onto the National lot, park the car, and walk away using the Drop & Go service, which will e-mail your receipt.

Bonus Savings: Emerald Club members earn one free rental day for every two rentals of two or more days between Aug. 22 and Jan. 31—that's in addition to standard Emerald Club rewards, which offer free rental days or frequent-flier miles. If you are not an Emerald Club member, go to www.nationalcar.com to sign up.

Higher-End Service: Are you an elite-level member of another car rental program? If so, National will currently match that elite status in its Emerald Club. This bumps you up to Executive or Executive Elite status with benefits such as automatic upgrades and vehicle delivery to private airport terminals. For more information visit statusmatch.EmeraldClub.com.

I WILL NOT BE ASSIGNED TO A CAR. I WILL CHOOSE.



YOU ARE A BUSINESS PRO.

And business pros rent from National. Because only National lets you choose any car in The Emerald Aisle and go.* No trips to the counter. No asking for keys. No hassles. In The Emerald Aisle you can choose any car and pay the mid-size price, even if it's a full-size or above. Take control.

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*At participating locations and subject to availability and other restrictions. Requires enrollment in the complimentary Emerald Club.
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