

LIBERTY TRAVEL
America's Vacation Experts

Media Kit

Fact Sheet

America's Vacation Experts

Liberty Travel is one of the largest and most experienced travel agencies in the U.S. The first Liberty Travel Store opened in Times Square, New York City, in 1951.

Liberty Travel is a "bricks and mortar" travel agency with more than 160 conveniently located stores staffed by more than 800 Vacation Experts.

Liberty Travel is a growing brand, and is opening several new store locations in 2010.

All travelers who book with Liberty Travel receive one-on-one travel consultation with a Vacation Expert.

Liberty Travel's Vacation Experts are among the best travel agents in the industry. They offer firsthand knowledge of many destinations and undergo training in order to provide a better booking experience to Liberty Travel's customers.

The Liberty Travel brand has a strong presence in New York, New Jersey, Philadelphia and New England. Stores are also located in Chicago, Los Angeles and Florida.

Liberty Travel offers a global range of product, and Liberty Travel Vacation Experts have the ability to book travel to any place on the globe.

In January 2008, Liberty Travel became part of the Australian-based Flight Centre Limited, one of the world's largest and most successful travel groups, which gives Liberty Travel unprecedented buying power.

With the Price Beat Guarantee, Liberty Travel will beat any competing price on your vacation by \$10 per adult and \$5 per child.

In addition to leisure travel, Liberty Travel also has divisions that handle bookings for business and corporate travel.

Company History

Liberty Travel is one of the largest and most experienced travel agencies in the U.S.

The first Liberty Travel store opened its doors in 1951, in Times Square, New York City. This is where Liberty Travel pioneered the concept of the "vacation package" – transportation, hotel, transfers and more, all arranged in a single convenient booking. Until then, travelers had to book all of the components of their vacation separately, from different vendors.

From that small, single-desk office in Times Square, Liberty Travel has grown into one of the largest travel agencies in the U.S., with more than 160 convenient store locations staffed by more than 800 Vacation Experts. The Liberty Travel brand has a strong presence in New York, New Jersey, Philadelphia and New England. Stores are also located in Chicago, Los Angeles and Florida.

In January 2008, Liberty embarked on a new era when it was acquired by one of the world's largest and most successful travel groups, Flight Centre Limited. Flight Centre Limited (FLT) has more than 2,000 leisure, corporate and wholesale travel stores in 11 countries. In addition to Liberty Travel, FLT's flagship brands include the Flight Centre leisure travel brand and the global FCm Travel Solutions corporate travel network. FLT is listed on the Australian Securities Exchange.

Currently, Liberty Travel is expanding. A brand new store on East 8th Street in New York City's Greenwich Village opened its doors in April, 2010. Several more new stores are scheduled to open throughout 2010. Liberty Travel is also expanding its presence in the online world, adding new content and improving the user experience of libertytravel.com as well as Liberty Travel's social networking pages.

Vacation Experts

While Liberty Travel is always on the lookout for new technology, new ideas, and especially, new experiences and destinations, there is one area where we like to stick to tradition: Booking with a professional.

All Liberty Travel customers enjoy the benefit of one-on-one travel planning and consultation with a Vacation Expert. Our 59 years of experience in the travel industry has shown us that booking with a Vacation Expert is a time-tested, proven method for providing our customers with the best trips possible.

Liberty Travel's Vacation Experts are among the best and brightest travel agents working in the industry today. Many have chosen their careers because they themselves are avid travelers. They offer firsthand knowledge of many destinations, hotels, resorts, airports, transportation services, cruise lines, escorted tours and more. Familiarization trips and training classes keep our Vacation Experts up-to-date so that they can provide a better booking experience for our customers.

If you have a problem, concern or question before, during or after you travel, your Vacation Expert is always just a phone call away, ready to help in any way they can.

Travel Planning

Liberty Travel offers end-to-end travel planning for every kind of trip, making us the perfect place to book no matter where you're going, what you're doing, how you're getting there and who you're taking with you. Some of the travel plans our Vacation Experts book on a regular basis include:

- Flights
- Hotels
- Vacation Packages
- Honeymoons
- Destination Weddings
- Cruises
- Escorted Tours
- Fully Independent Travel itineraries
- Group Travel
- Travel protection and insurance

Destinations

Some of the most popular destinations for our customers include the Caribbean, Bermuda and Bahamas, Mexico, Florida, Las Vegas, Hawaii, Canada and Europe.

We've also recently expanded our catalogue with vacation packages in destinations like Southeast Asia, Japan, China, Egypt, Dubai, Australia, New Zealand, the South Pacific, and most recently, South America.

We also offer an extensive selection of cruise vacations with destinations that include the Caribbean, Europe, Alaska, Canada and New England, and many more.

Early in 2010, Liberty Travel made U.S.-travel industry history when we launched Tour Power: The World's Largest Escorted Tour Sale. The sale, which focused entirely on escorted tours, was a first in the U.S. market.

Wherever in the world you want to travel, Liberty Travel can book your trip.

Our Customers

The only thing for certain that our customers have in common is that they are all going somewhere. College students, newlyweds, families, those celebrating retirement, and everyone in between are among the 1 million people who book travel with us each year. Many of our customers are looking for luxury getaways in some of the world's most exclusive spots, while our Price Beat Guarantee and airfare rates appeal to those hunting for a bargain. We build vacation packages based on each customer and their interests, so the experience you are looking for is the one you find.

Liberty Business Travel

Travel Professionals, for Traveling Professionals.

Liberty Travel might be the best place to get away from work, but it can also be the best place to get to work, when work means going beyond the office. Designed for small to medium-sized businesses, Liberty Business Travel gives those traveling for work the individualized service and the personal attention of a travel agent, a customized travel plan, and more.

Some of the features include:

- Best fare of the day
- Travel policy compliance
- Best rates with Liberty Travel Hotels
- Discounts and upgrades on car rentals
- Complimentary access to our 'Preferred Club'
- Service Level Agreement
- VIP status for senior management
- Document Delivery
- Passport and Visa applications
- News, updates and specials
- Travel insurance
- Foreign exchange
- Travel planning for meetings, incentives, conferences and events

Contact

For travel inquiries, call 1.877.LIBERTY or visit libertytravel.com to submit your travel inquiry online.

For Media Enquiries, contact PR@libertytravel.com.