

LIBERTY TRAVEL STANDS BY MEXICAN TOURISM

Liberty Travel is showing support for Mexican tourism during its annual two-week Mexico Extravaganza®, a sale running from April 16-30.

Several of Liberty Travel's Area Leaders will also be heading to Cancun for a meeting at the end of May.

With Mexico making headlines – and showing up on State Department travel alerts – for the continuing trouble in its northern border towns, it may not look like the ideal time for the Mexico Extravaganza®, but Liberty Travel remains confident.

“The destinations we’re selling are hundreds of miles, some well over a thousand miles, from Mexico’s northern border,” said Liberty Travel President Billy McDonough.

“Still, we read the news, we see the public is concerned. It’s natural to have a moment’s hesitation and ask ‘Are people going to respond?’”

The sale will be promoted as planned, with advertisements in TV, radio, print and online, as well as in-store promotions.

“Did we consider scaling back our advertising? Yes. Are we going to? Not at all. Cancun and Puerto Vallarta are among our top-selling destinations. They attract a great deal of repeat as well as first-time travelers. We’re confident they will continue to be a success in the future.”

The sale features vacation packages at up to 50% off, for travel from May 1 – December 20, 2009. In addition to savings, many packages include guaranteed room upgrades, free resort credit and “kids stay and eat free” offers.

Packages start at \$429 for Cancun and \$499 for Puerto Vallarta. All-inclusive packages start at \$515 for Cancun and \$529 for Riviera Maya. Pricing for each is per person, based on 3-night stays and airfare out of New York.

Travelers can visit LibertyTravel.com or call their nearest Liberty Travel Store at 1-877-Liberty for bookings, details and complete terms and conditions. Mexico Extravaganza is a registered trademark

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