

## LIBERTY TRAVEL UNVEILS HUGE ESCORTED TOUR SALE WITH EXCLUSIVE OFFERS

Liberty Travel, one of the leading travel retailers in the US, has launched Tour Power: The World's Largest Tour Sale. The sale features savings up to \$1,000 per couple and hundreds of exclusive offers on escorted tour travel in 2010 and 2011, from some of the biggest brands in escorted travel.

Escorted tours are a style of travel where groups of travelers visit multiple destinations in a single trip while accompanied by a tour director. The tour director acts as a guide, and also manages transportation, accommodations, meals and other logistics of the trip, most of which are typically included in the price of the tour. Escorted tours are popular in overseas markets, especially Australia, and have a niche following in the US, but for the most part have not been heavily promoted in the US travel market until now.

This is Liberty Travel's second Tour Power promotion of the year. In March, the travel agency launched its first Tour Power promotion. Based on the success of that sale, Liberty Travel has launched this sale, which comes at a perfect time for travelers who are looking to book a trip for this winter, or who want to get an early booking on their 2011 travel plans.

Escorted tours are appealing for numerous reasons. They require less planning on the part of the traveler, are highly affordable, visit multiple destinations in a single trip, and offer the chance to bond with like-minded travelers. Itineraries typically visit all the major sights, plus lesser-known points of interest (a major perk of traveling with an expert guide) and allow guests free time to explore on their own.

Tour Power features deals on vacations with the biggest brands in escorted travel, including Globus, Trafalgar, Cosmos, Collette Vacations, CIE Tours International, Brenden Vacations, Insight Vacations, Kumuka Worldwide and Tauck.

The sale also features an in-store event on Monday September 20th and a contest to enter to with a 7-day tour of Italy with Globus (details available at [libertytravel.com/contest](http://libertytravel.com/contest)).

Liberty Travel's Tour Power runs from September 17 thru September 24, 2010. To learn more call a Liberty Travel Vacation Expert at 1-877-LIBERTY or visit [libertytravel.com](http://libertytravel.com).

ENDS

Released on September 17, 2010

Contact: [PR@libertytravel.com](mailto:PR@libertytravel.com)