

## Liberty Travel Introduces New Complimentary VIP Program called myTime

Liberty Travel has just introduced a new program called myTime, which offers travelers exclusive perks at a number of high-end resorts, all at no additional cost.

As a myTime guest, a traveler will enjoy additional amenities and unique recognitions which add another dimension to their vacation. These VIP perks are available exclusively to Liberty Travel customers, and are unavailable to other guests at the resort.

Depending on the destination and the resort, myTime extras can include special transfers from the airport, personal greetings from resort concierges, separate check-in/check out areas, complimentary spa treatments, exclusive sightseeing tours, resort desks staffed by myTime representatives, and more.

These additional amenities and recognitions are 100% complimentary, and are available to Liberty Travel customers at no additional cost.

Where can travelers enjoy a myTime vacation? The initial launch of the program includes seven top resorts in the Caribbean and Mexico. These resorts are:

- Royal Hideaway Playacar (Riviera Maya, Mexico)
- Excellence Riviera Cancun (Riviera Maya, Mexico)
- Excellence Playa Mujeres (Cancun, Mexico)
- ME Cancun (Cancun, Mexico)
- Excellence Punta Cana (Punta Cana, Dominican Republic)
- Paradisus Punta Cana (Punta Cana, Dominican Republic)
- Occidental Grand Aruba (Palm Beach, Aruba)

Plans to expand the portfolio of myTime resorts are already underway.

While myTime is a new program, it emphasizes what has been the focus of the Liberty Travel brand for six decades: customer experience.

One of the largest retail travel agencies in the United States, Liberty Travel employs more than 800 Vacation Experts who work one-on-one with customers to plan and book everything from vacations and flights, to destination weddings and complex itineraries that take travelers around the world. While utilizing this traditional approach to booking, Liberty Travel has simultaneously embraced new technology, utilizing social media and things such as click-to-call mobile ads to communicate with its growing client base.

This balance between tradition and innovation has served the travel agency well—Liberty Travel has opened roughly half a dozen new store locations in the past twelve months. More openings are planned for 2011.

To learn more about myTime, travelers can visit [LibertyTravel.com/mytime](http://LibertyTravel.com/mytime).

ENDS

Released on March 4, 2011

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