

VACATION SAVINGS ON OFFER AS LIBERTY DELIVERS NEW TRAVEL BENEFIT

AT a time when an unprecedented round of travel discounting is underway, one of the United States' largest travel agency groups is making vacations even more affordable.

Liberty Travel, which was established in 1951, has introduced an aggressive new price beat policy to deliver cheaper prices to United States travelers.

Rather than simply beating competitors' offers, Liberty president Cathy Pelaez said the company's broad-ranging new "Price Beat Guarantee" would ensure Liberty customers pocketed tangible savings before and after their vacations.

She said Liberty's travel consultants would beat any genuine airfare, accommodation, package, cruise or tour quote from a US registered website, travel agency or tour operator, subject to availability.

"Our Price Beat Guarantee means if a customer happens to find a cheaper available price for travel departing from the USA on the same day and time of travel, Liberty's consultants will beat that quote and give the customer a \$50 voucher towards his or her next trip," Mrs Pelaez said.

"The customer can then redeem the voucher at Liberty's stores for further land and air packages during the next 12 months, a significant additional benefit.

"Overall, this new guarantee highlights Liberty's commitment to never being beaten on price at a time when travelers are enjoying some of the best deals in memory."

Ms Pelaez said eye catching airfares and accommodation packages were currently available, as airlines and resorts actively targeted US travelers.

She said package vacations were in some cases more than 50% cheaper than 12 months ago, with hotels in particular waiving minimum stay requirements, offering valuable extras and heavily discounting room rates.

“As is always the case, it is impossible to predict how long these special deals will be available,” she said.

“Generally, fares have reverted to more sustainable levels after periods of heavy discounting, so it is certainly worth considering the options that are currently available.”

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