

TRAVEL HOTSPOTS IN DEMAND AS BIG CHILL CONTINUES

AMERICANS are looking to take off for warmer climates as the big chill sweeps the East Coast.

Liberty Travel, one of the United States' largest travel agency groups, has reported a steady increase in inquiry from travelers, coinciding with this week's plunge in temperature.

Liberty president Cathy Pelaez said customer inquiry in the company's stores and online had approached record levels early in the week and had remained healthy in recent days.

"A relaxing beach vacation is always an extremely enticing option and the appeal only increases when the mercury plummets," Mrs Pelaez said.

"Consequently, we do experience healthy interest in the winter holiday hotspots during times like these. The Caribbean, Mexico and Hawaii are among the most popular choices for those looking to swap the cold for some winter sun.

"This year, the good news for travelers looking to get away is that prices have never been better.

"Some package vacations are currently more than 50% cheaper than they were just a year ago, so there is a real opportunity to capitalize and save."

Mrs Pelaez said travelers looking for last-minute getaways could also take advantage of special airfare deals that were currently available.

She said the deals included roundtrip American Airlines flights from Boston:

- To Cancun from \$258 per person
- To Montego Bay from \$299; and
- To Aruba from \$357

