

## LIBERTY TRAVEL INTRODUCES NEW SEARCH FEATURE ON LIBERTYTRAVEL.COM

This week Liberty Travel, one of North America's largest bricks-and-mortar travel agencies, with 160 store locations within the U.S., added a new "Vacation Search" feature to its website, [libertytravel.com](http://libertytravel.com).

Visitors to [libertytravel.com](http://libertytravel.com) should immediately notice this new feature, which is located at the top left of the homepage, underneath the tool bar and to the left of the slideshow campaign. The Vacation Search features fields for departure and return dates, departure city, destination, and number of adult and children travelers. These fields are contained within a white box with a red banner at the top, consistent with the neat, easy-to-view design of the Liberty Travel webpage.

An "Advanced Search" feature adds additional field, which lets users select preferences for cabin class on their flight, as well as select their preferred airline from a drop-down menu and limit search results to non-stop flights.

Vacation Search is the latest in several new features that have been added to the Liberty Travel website. Earlier this year a "Vacations by Interest" section was added to the homepage, which allowed visitors to browse vacations by a variety of interests, including family vacations, honeymoons, adults only, luxury, and several other categories. Liberty Travel also recently unveiled a redesigned logo and a new tagline, "America's Vacation Experts," which emphasizes the travel agency's focus of providing its customers with one-on-one customer service with knowledgeable, experienced travel agents.

Though the Vacation Search feature allows customers a new way to shop for vacations, Liberty Travel maintains its dedication to providing every customer with one-on-one customer service when it comes time to book their trip. Once a customer searches for a trip and selects (one or several options) from the search results, they have the option of inquiring online or calling a Liberty Travel Vacation Expert to continue their booking.

In addition to expanding their online features, Liberty Travel has also expanded in the physical realm as well: The company has already opened several new store locations since January, with several more planned before the end of 2010.

Anyone interested in booking a trip can visit [libertytravel.com](http://libertytravel.com) to begin shopping, or call a Liberty Travel Vacation Expert at 1.877.LIBERTY.

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Released on July 23, 2010

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