Liberty International Tourism Group




VIDEO
Liberty International Tourism Group, corporate video
VIDEO
We are Liberty
VIDEO
THE Next 25 celebration
VIDEO
Liberty Mapping show
Liberty

We are Liberty!

- Liberty International Tourism Group is THE world-leading DMC!
- Founded 1991 by Mario Enzesberger and still privately owned.
- More than 750 professionals in 61 offices within 47 countries.
- Diversification: Leisure, Congress, Event, Incentive & Meeting, Sport Events, Ship Cruisers
- Financial stability is our biggest strength and the basis for further growth.
- The concept is Partnership!
- Think global, act local!



Our Values!

Reliability

- Our financial stability offers the client a “zero operational risk” while working with us
- Internal quality and trust programs ensure the “highest international operations standards”
- Compliant with client regulations

Customer Care

- 25 years of experience are clear “commitments for excellence”
- Multilingual and committed teams offer the “highest flexibility and creative event solutions”

Integrity

- Build longstanding client relations by “trustful and transparent communication”
- We respect our “Non-discrimination and green policies”

Entrepreneurship

- Partners share the company`s success and profits
- Unique collection of entrepreneurs creating entrepreneurs and wealth by respecting our people



„The Next 25“

“The Next 25” will be the strategic program further and following our actual strategy, laying the foundations for lasting success in tomorrow`s world of tourism.
It will show the Liberty International Tourism Group as the leading global DMC as well as an iconic brand.

- The core business - developing and selling creative tourism and MICE programs with the highest level of service quality - will remain essential. Our vertical and horizontal diversification will expand to 8 divisions and 100 offices in more than 60 countries.

- The second key building block involves the establishment of a global brand. To strengthen the key values together with a global exposure will expand the awareness level and business advantages.

- Group-wide investments in future topics under the new Strategy are expected and will improve the efficiency of sales expenditures significantly. The further development of Liberty`s own File and Financial database will lead us to a consolidated global accounting and a daily updated financial control of the whole Group.

- New business models - coming out of the Enhancement and Career Program as well as the Creative and Research Center - will play a decisive role and by launching the biggest transformation process in the company`s history Liberty will become more focused, innovative, customer-driven and sustainable.

In short, Liberty will be an enterprise we can all be proud of.

Mario Enzesberger – President & CEO



1979-87
- Branch Manager and MD of Air Conti Airtravel, a sub company of TUI

1987-91
- Manager of Provincial Travel Agency

1990
- Taking over the management of Plus Reisen

1991
- Foundation of Liberty International

Thomas Kirchenmajer – Partner & COO



1999
- Foundation of eventconcepts

2007
- Foundation of eventfactory

2008
- Joined the LITG and took over Liberty Germany

2010
- Appointed to the Executive Board of the Federal Association of German Incoming Companies

2013
- Appointed to the Group COO

Andreas Henckell – Partner



1987-94
- Salomon Brothers Inc. in London, New York and Frankfurt and other Anglo-Saxon Investment Banks.1994-09

2010
- Shareholder of LITG with an interest of 20%. Consults with senior management regarding future strategies & finances



Europe

- Austria
- Azerbaijan
- Belgium
- Croatia
- Cyprus
- Czech Republic
- Denmark
- France
- Georgia
- Germany
- Great Britain & Ireland
- Greece
- Hungary
- Italy
- Latvia
- Malta
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Slovenia
- Spain
- The Netherlands
- Turkey
- Ukraine

Africa

- Egypt
- Kenya
- Morocco
- Southern Africa

Asia & Middle East

- China
- Hong Kong
- India
- Israel
- Nepal
- United Arab Emirates
- Vietnam

Americas

- Argentina
- Brazil
- Cuba
- Dominican Republic
- Mexico
- Peru
- United States



Leisure Division

FITs

Groups

Tour Proposals

Guaranteed Departures

Own Lodges & Hotels

Congress Division

- Inhouse PCO
- Registration Services
- Guest Handling
- Association Support
- Scientific Secretariat
- Graphic Design & Printing
- Exhibition & Sponsorship Management




Event Division
Creative Concepts
Event Planning
Mobile Architecture
Outdoor & Teambuilding
Liberty



Incentive & Meetings Division

DMC Services

Unique Incentive Trips

Strategic Meeting Management (SMM)

Gala Dinners

Technical Support

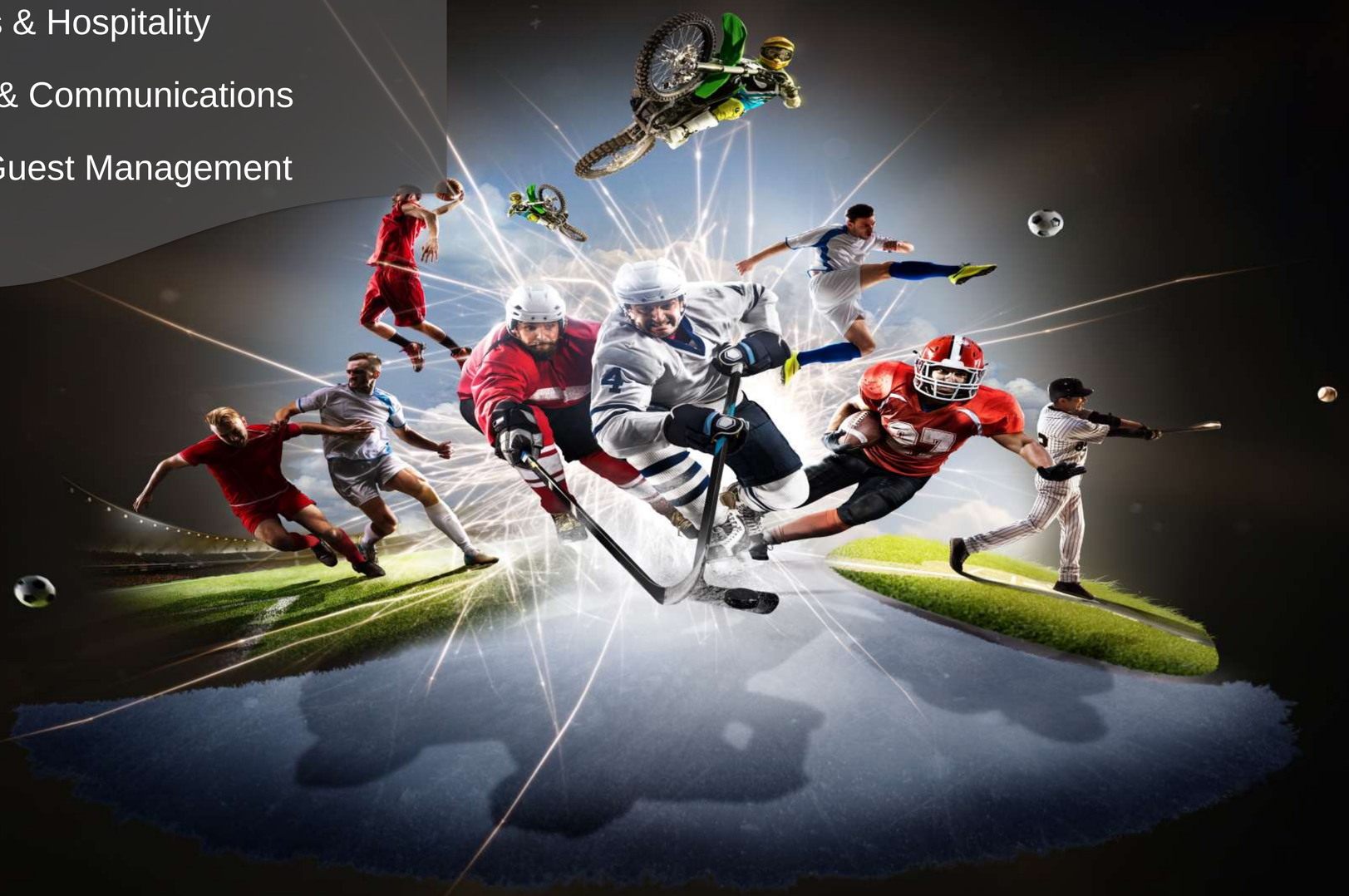
Sport Division

Event & Travel Management

Incentives & Hospitality

Branding & Communications

Ticket & Guest Management



Cruises Division

One contact for all cruises

For all sizes

For ocean & river cruises

For leisure, meetings & incentives

Strong memberships in associations



References



53.25


Liberty
A PERSONAL TOUCH
WORLDWIDE
OUR DESTINATIONS
You
Tube