

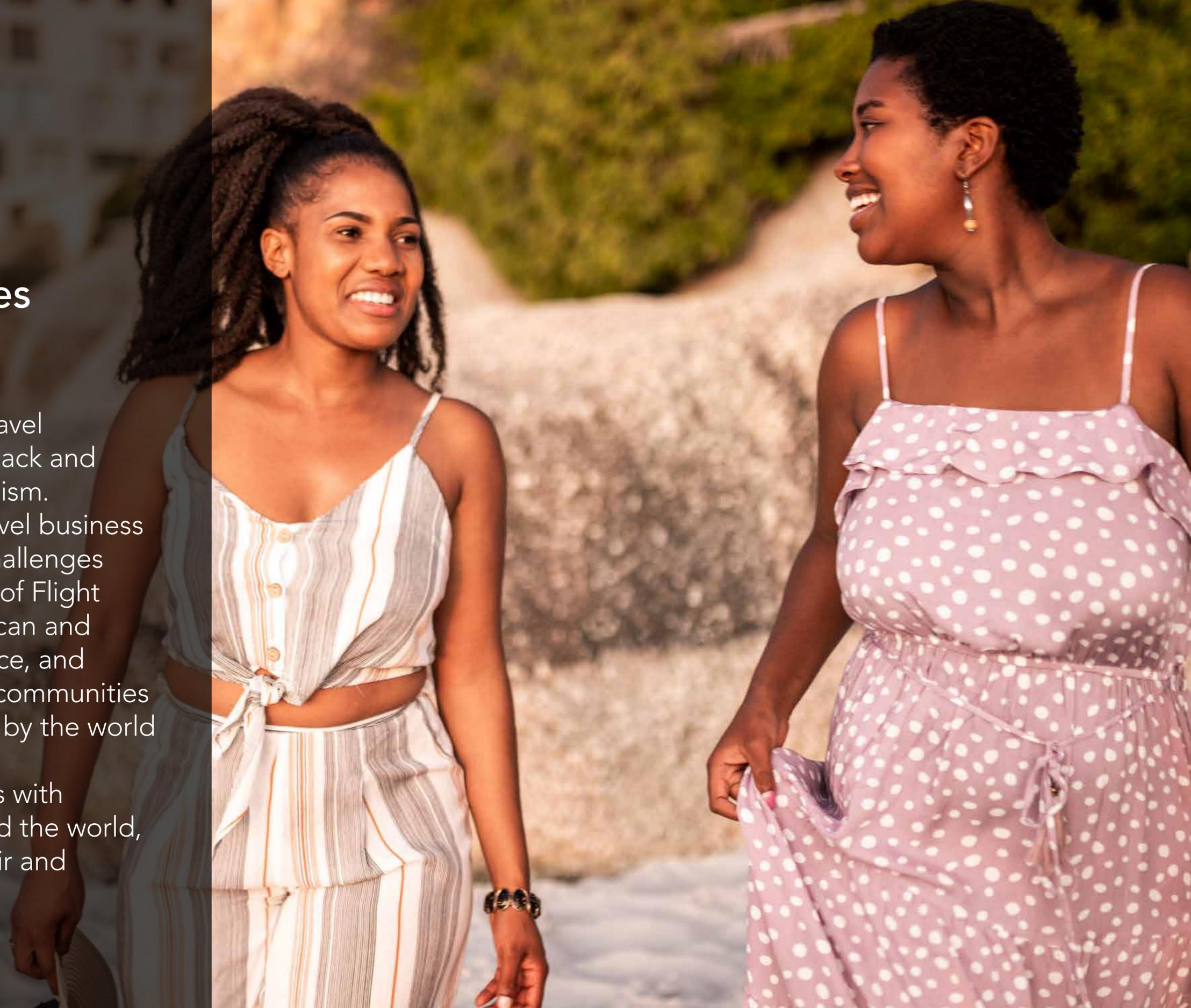


LIBERTY TRAVEL

**Partnering with BIPOC
Owned Travel Businesses**

Why is partnering with self-identifying BIPOC owned travel businesses important to us?

The roots of the North American travel industry are closely linked to anti-Black and anti-Indigenous racism and colonialism. As a result, BIPOC travelers and travel business owners alike face a unique set of challenges today. We at Liberty Travel as part of Flight Centre Travel Group believe travel can and should make the world a better place, and we want to do our part to support communities who have been negatively affected by the world of tourism in one way or another. By connecting more of our travelers with BIPOC-owned businesses all around the world, we hope to contribute to a more fair and sustainable travel industry.





WHO WE ARE

FLIGHT CENTRE®

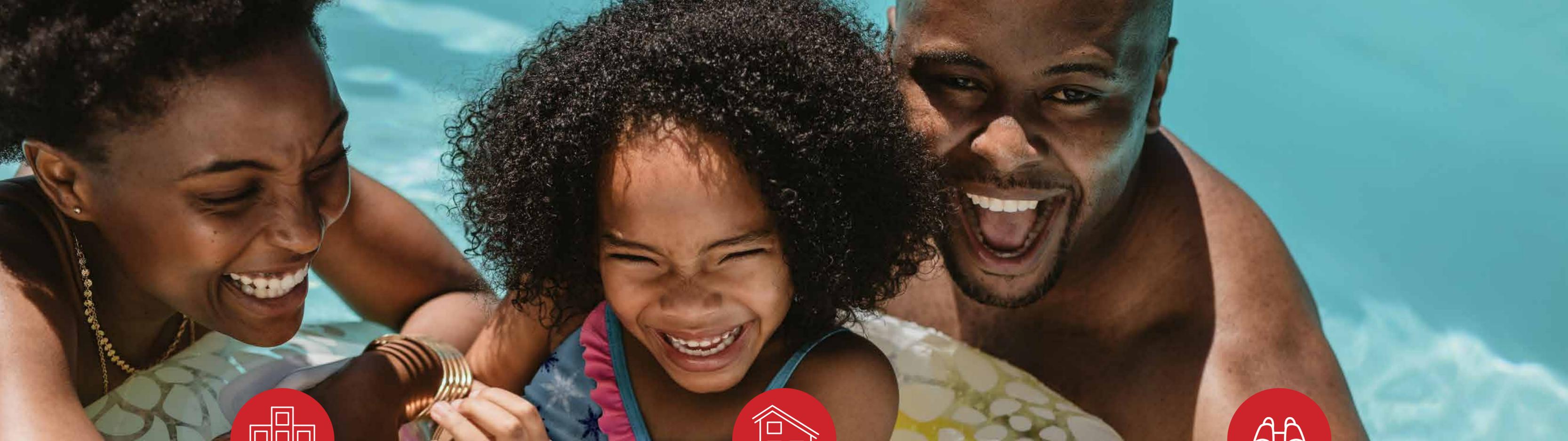
FLIGHT CENTRE®
Group Travel

independent 
by **FLIGHT CENTRE**

 **LIBERTY TRAVEL**

 **LIBERTY TRAVEL**
GROUPS

independent 
by **LIBERTY TRAVEL**



Hotels & Resorts

Do you offer a quality vacation experience for families, couples, solo travelers or groups? Does your hotel specialize in business travel and conferences? We want to meet you!



Independent Villas

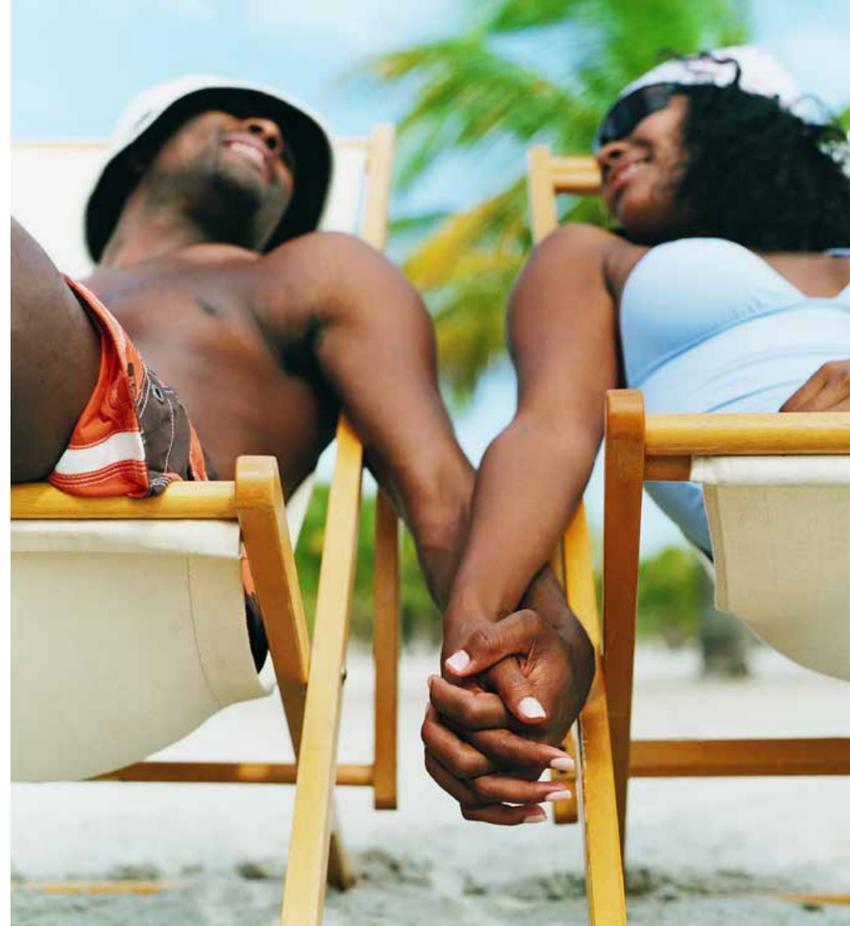
Do you provide boutique accommodation? Does your B&B or villa offer unique experiences such as cooking classes, guided tours, or wellness retreats? Let's work together!



Tours & Excursions

Do you provide travelers with a local's perspective and knowledge? Do you operate fun activities such as snorkelling tours, guided hikes, or cultural demonstrations? Let's find a collaboration opportunity!





BIPOC PARTNER MARKETING INCLUSIONS

Boost your brand awareness among our travel consultants and customers.

These BIPOC Partner Perks are always included:

- Evergreen inclusion on dedicated BIPOC travel landing pages on Flight Centre and Liberty Travel
- Preferred partner placement in consultant booking tools
- Internal marketing to Independent agent network



ADD-ON MARKETING CHANNELS

Create a package that works for your business needs.



Web Marketing

- Deal landing page features
- Homepage features
- Multi-partner blogs
- Dedicated blogs



Agent Marketing

- Product training & resources
 - FAM trip promotions
- Invitations to product events



Social Media & Email

- Facebook, Instagram, Twitter, and Pinterest organic posts
- Feature in targeted email marketing
- Dedicated emails



Custom Campaigns

- Targeted search marketing
 - Targeted social posts
- Additional web placements



DIVERSITY, INCLUSION & EQUITY

The vision at Flight Centre Travel Group Americas



Accountability

We appointed a Diversity & Inclusion Ambassador and committee and have re-invigorated a formal Diversity & Inclusion policy.



Support

Nurturing a workplace where all people are welcomed, supported, heard, and thriving.



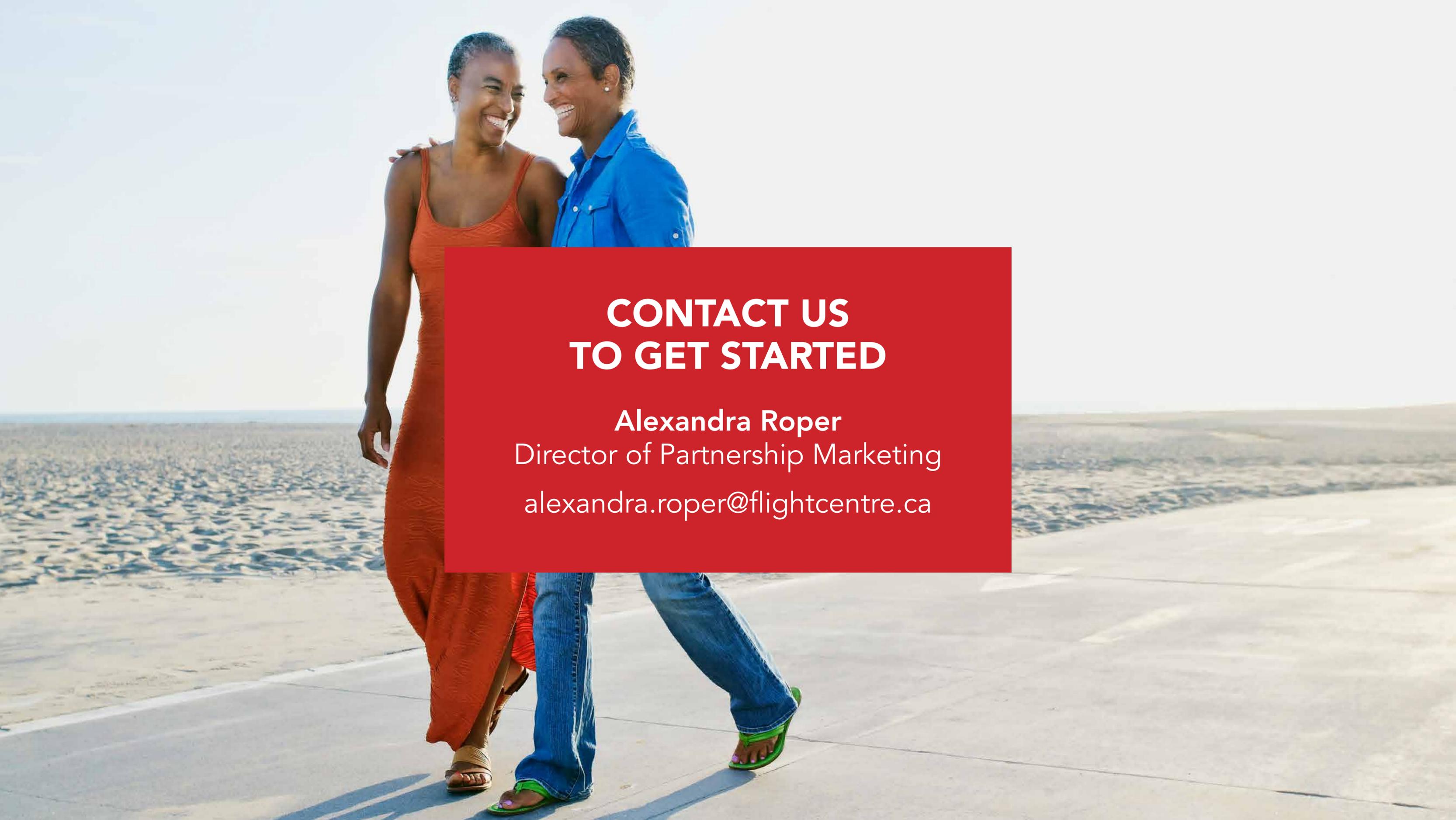
Learning & Development

Providing learning opportunities for anti-racism, equity, and accessibility for every member of our team.



Transformational Change

Championing policies that confront discrimination of marginalized communities in the travel industry and in our company.

A photograph of two women walking on a beach at sunset. The woman on the left is wearing a long, flowing orange dress and sandals. The woman on the right is wearing a blue button-down shirt, blue jeans, and green sandals. They are both smiling and looking at each other. The background shows the ocean and a clear sky with a warm sunset glow.

CONTACT US TO GET STARTED

Alexandra Roper
Director of Partnership Marketing
alexandra.roper@flightcentre.ca