



## General Information





## The Lufthansa City Center Concept

Lufthansa City Center (LCC) is an international organisation of individually owned travel agencies, which combine the flexibility and competence of independent travel agencies under the umbrella of a world-wide recognised brand name.

All world-wide Lufthansa City Center offices are operated by local entrepreneurs linked to the headquarters in Frankfurt, Germany through a comprehensive franchise agreement. Our franchise system is based on a co-branding approach allowing each franchisee to keep their established local office identity whilst adding the quality seal “Lufthansa City Center”, known for a high level of service orientation, quality and professionalism in the travel agency industry. As the success of each agency is still predominantly determined by the individual commitment and business sense of each proprietor, the highest level of dedication and quality is naturally guaranteed.

The concept was introduced to the market during 1991 when the first Lufthansa City Center established in the city of Dresden, Germany. By the following year, the company had already opened the first office in Tallinn, Estonia.

Since its foundation, the Lufthansa City Center brand has seen a rapid growth. The concept of independence and of a strong, highly perceived brand has since then found its solid place within the travel agency industry and ranks among the leading providers, particularly in central European markets. The continuous success within more than twenty years of our company’s history is proof for the profound structure of the Lufthansa City Center concept.

In order to be able to respond to the more sophisticated needs of the corporate business travel clientele, Lufthansa City Center founded the Business Plus division. As a sub brand, Business Plus flags all Lufthansa City Center locations that particularly focus on the provision of corporate travel management services and corporate market developments.

The unique strengths of our network is what always remains no matter if you are working with a traditional Lufthansa City Center or a Business Plus location and this is what we are most proud of: true local expertise of all agencies and a broad selection of innovative products and quality services to the highest demand of our clients.

## The Global Network

The globalisation process in many industries has continued over several years. Accordingly, the world-wide Lufthansa City Center network consequently develops to provide global presence combined with our local market experts.

Offering more than 631 locations in over 82 countries of the world, Lufthansa City Center has established in all major world-wide metropolis. With Germany being the home market, our network has a close presence with 300 locations all around the world. A targeted expansion strategy and a solid company structure have supported the growth of the Lufthansa City Center concept to a significant international organisation of the world’s leading network of privately owned agencies.

Having assebled an elite of strong, long-established travel agencies, the Lufthansa City Center concept combines a gross annual sale of more than 4,13 billion Euro. Our world-wide expert teams cover the full range of business travel service provision, so that the global handling of your company’s travel volume can be guaranteed.

Our Lufthansa City Centers across the globe are committed to “combine the best of all worlds” in order to bring benefit into the relationship with your company. A common set of quality standards as well as consistent product and service range guarantee the satisfaction of our joint corporate customers beyond all borders. Global data consolidation, multi-lingual account management, a premium hotel program in connection with the utilisation of state-of-the-art technologies is available to make your global travel program a success.