

## Lufthansa City Center - Company Portrait

With a network of 500 offices in 85 countries, the Lufthansa City Center (LCC) international travel agency franchise cooperation is one of the largest of its kind in the world. Set up in 1991, Lufthansa City Center has been experiencing a constant growth and is today one of the largest travel agency chain in Germany (270 offices) and Europe. Overall, the Lufthansa City Center franchise chain consolidates an overall turnover of 5.43 billion Euro (2019).

The co-operation of owner-managed, medium-sized travel agencies with an airline company under an international brand name is unique in the world. The Lufthansa City Center Global Headquarters is located in Frankfurt/Main and is divided into two companies: Lufthansa City Center Reisebüropartner GmbH (LCR), responsible for all Lufthansa City Center franchisees in Germany and Lufthansa City Center International GmbH (LCCI), responsible for all franchisees outside Germany.

Given the continued globalisation and concentration in travel agency sales, the concept is increasingly gaining in international importance. Since 1997 the emphasis has been on expanding the international network. To date, the network includes Lufthansa City Center travel agencies on all five continents in Europe, Africa, Australia, North and Latin America as well as in Asia.

### **The franchise concept: Service Offer to LCC agencies**

The LCC Global Headquarters offers a comprehensive product and service package to its franchisees to ensure a homogeneous level of quality and a high recognition with customers world-wide.

An especially developed, exclusive corporate design concept for Lufthansa City Center travel agencies guarantees the uniform outward appearance of all franchisees throughout the world. Know how, high quality standards and innovative competency are the key strengths in the customer consultancy process of LCC: The elite LCC training programme ensures excellent service and consulting skills of all Lufthansa City Center employees to boost the uniform high service quality level on a global scale. Homogenous total quality management standards, a common external communication and consistent advertising strategies and activities support a uniform global appearance: All travel agencies belonging to the Lufthansa City Center concept can immediately be recognised in each of the 85 countries LCC is located.

Through centralized steering and monitoring systems, the Lufthansa City Center Global Headquarters follows clear sales strategies, routing turnovers towards selected preferred suppliers within the overall central purchasing strategy.

### **Specialisation in business and leisure travel**

Lufthansa City Center focus on individual tailor-made customer service for both, leisure and corporate customers. Offering the complete range of travel management solutions, Lufthansa City Center, still economically independent, combine flexibility and innovation, competence and experience with a comprehensive service portfolio, motivated staff and the benefits of a world-wide network. Based on these key assets, customer's travel ideas are realised professionally, guaranteeing a high customer satisfaction combined with an excellent price-performance ratio based on a trustworthy customer relationship.

To follow the demand and special requirements of both corporate and leisure customers, the franchise concept offers separate divisions for business and leisure travel.

### **LCC Business Travel**

LCC Business Travel is the corporate network of Lufthansa City Center (LCC) and offers perfect and individual solutions for a professional corporate travel management. Corporate customers rely on the tailor-made service of LCC Business Travel at extremely attractive conditions. Companies can select among different service levels with various solutions, depending on the desired service range. From a modern online-booking-service to an efficient and personal support by a local LCC Business Travel Lufthansa City Center travel office everything is possible. So far, the Business Travel network comprises more than 80 travel agencies in Europe, Middle East, Asia and North America.

LCC Business Travel offer all round services before, during and after the trip. Before the trip particular requirements are defined and individual solutions prepared. Based on the customer's profile LCC Business Travel provide secure and professional advice when preparing the journey and help to optimise the planning stage of the trip.

During the trip, customers enjoy on-going support: in the worldwide Lufthansa City Center office located near the customer, in the Lufthansa City Center at the airport, with the 24-hour telephone service and also via the intelligent online-service. After the journey LCC Business Travel assume the controlling and reporting aspect of the trip. All travelling expenses and outgoings are managed and displayed in the corresponding LCC Reporting system displaying any data online, accessible 24/7.

### **Leisure travel**

Since 2014 Lufthansa City Center focuses on its network-own expertise in selling unique and thrilling travel experience around the globe. Individual and hand-picked journeys, group travel or MICE offers from trusted business partners embraced by the personal touch of Lufthansa City Center – this is the LCC DMC Network. A unique network of privileged and professional incoming agencies with thorough market insights and local product knowledge connect with expert outbound LCC agencies within the LCC network for best offers individually created for each LCC customer: 100% personal, 100% authentic, 100% individual and with that extra plus of local authenticity only LCC can contribute to each trip. The LCC DMC Network is a clear quality seal focusing on tailor-made travel inspirations carrying the incomparable LCC signature beyond standard mass products with one common leisure marketplace to offer, sell and buy exceptional offers from all over the globe.

### **About Lufthansa City Center**

With 500 offices in 85 countries and a total turnover of approximately 5,43 billion Euros, Lufthansa City Center is the biggest independent travel agency franchise system worldwide. The annual turnover is equally generated in the corporate as well as in the leisure segment. Worldwide, the LCC travel agency network unites 4.300 employees. In its home market Germany, the network of owner-managed, medium sized travel agencies comprise 270 offices with more than 2.000 employees. For further information, please check [www.Lufthansa-city-center.com](http://www.Lufthansa-city-center.com).

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