

ESTABLISHED IN 1969

ADVERTISING FEATURE

BROADBENT TRAVEL

worldchoice



a family in travel

Celebrating 50 Years



Geoff Broadbent - third from the right on a travel agent trip to Paris in the 70's

It was 1957 and Geoff Broadbent had been for a job interview with a shipping company in the hope to fulfill an ambition to become a ships purser, but whilst walking to Exchange Station to catch a train to Old Roan where he lived, he saw a Travel Agency which was most unusual as they were few and far between at that time when travel (as we know it now) was only just taking off. He had been on a school educational holiday a few years earlier by train to Freiburg in the Black Forest and the following year to Lucerne in Switzerland which he thoroughly enjoyed, so it made perfect sense to call in and speak to the manager to ask if there was a vacancy for a junior trainee. He answered a few questions and was offered a job. After a year or so he was sent on a six week training course in London to learn Airline ticketing, British & Continental Rail Procedures, National Express Routes, etc. Five years later he successfully applied for a position as manager of a Travel Agency in Crosby.

Geoffrey's wife and lifelong partner, Sadie started her career in travel in 1959 at Elder Dempster Lines in

Liverpool which was a British Shipping Company with origins back to 1852 when it began as the African Steamship Company. She worked in the passenger department issuing airline tickets, etc. After a few years with Elder Dempster and a short time in Lunn Poly she was head hunted by Robertson Buckley who at the time organised all the travel for Brian Epstein's discoveries like Cilla Black, The Beatles, Billy J Kramer and Gerry and the Pacemakers. From here Sadie moved on to work as a travel rep for Lloyds Travel Agency Liverpool and ran the Litherland Branch of Armstrong Travel whilst Geoff was running their Crosby Branch.

Geoffrey really wanted his own business and in 1969 with a little help and borrowing from his parents the first branch of Broadbent Travel was opened in St Mary's Road, Garston near Liverpool Airport. Not long after opening, a group of Garston housewives asked the office if they could arrange a day trip to Paris with lunch and sightseeing, etc. Broadbent Travel chartered an aircraft for them and a very successful trip ensued and this was the start of their many group tours. >

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Celebrating 50 Years



Above: Sadie Broadbent in the Ainsdale Branch



Left: Sadie at Lloyds Travel

Two years after opening the Garston Office the second branch of Broadbent Travel was opened in South Road, Waterloo. Sadie moved to the Garston Branch and took over the running of the shop and Geoff ran the Waterloo Branch. The third branch of Broadbent Travel was opened two years after the Waterloo Branch in Ainsdale, Southport near the Broadbent's family home. A fourth branch on Crosby Road in Waterloo was obtained in the early eighties which was called Travelways. Broadbent Travel was now in full flow and in the following years properties in Tenerife were purchased to let either as accommodation only or as packages with flights and transfers, something which they still do through their subsidiary company, Tenerife Sun Vacations.

When in 1984 Liverpool FC reached the European Cup Final in Rome, a group of supporters asked Broadbent Travel if they could arrange flights and provide match tickets. They were able to guarantee match tickets, chartered an aircraft and arranged transfers in Rome. This booked up quickly and a second flight was chartered with the tickets, transfers and a one night hotel stay in Rome, followed by a third flight with two nights hotel accommodation. Broadbent Travel made similar arrangements to other football matches in Europe including coaches to Rotterdam in Holland when in 1985 Everton reached and won the European Cup Winners Cup.

A very good client of Broadbent Travel was Lady Patricia Kingsbury who was the great granddaughter of Field Marshal Lord French, the allied Commander in the first World War. She asked Mr Broadbent to arrange to take the Old Contemptibles (Chelsea Pensioners) to Ypres in Belgium so that she could arrange a service at Menin Gate and visit the war graves and memorial. He hired a coach and collected everybody in London. All went very well, it was a very emotional day. A program of this event was screened on BBC2.

Geoffrey Broadbent was on very good terms with Sir Freddie Laker who sadly passed away in 2006. His tour operation from Gatwick traded under Laker Airways Holidays but he didn't have an operation from the North of England so he purchased Arrowsmith Holidays to enable him to operate from Manchester. Not long afterwards Broadbent Travel was awarded top agent status for the Northwest of England and Geoff was presented with a Silver Tea Service from Sir Freddie Laker at the Golden Garter Club in Manchester.

In the nineties, Broadbent Travel joined a consortium of Travel Agents known as Worldchoice which now gives them the advantage of remaining independent and the ability to book with many tour operators that the multiples can't use along with the bargaining power a consortium gives you to achieve the best deal for

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the customer. Worldchoice is now part of The Travel Network Group which makes them the strongest consortium in the UK.

Moving forward, the Ainsdale Branch in Southport is now being run by Geoff and Sadie's daughter Jane and her husband Ray who have brought it into the new technological era of travel, but the other branches have since been sold. Jane has always been a part of Broadbent Travel, and when she was at University studying and achieving her degree in Psychology, she worked part time in the family business. In 2001 Jane worked in Tenerife for a rural tourism company called Travellers Way as the area manager for the Canary Islands of Tenerife and La Gomera. Ray was working in a real estate agency at the time in Tenerife and

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Geoff and Freddie Laker

when Jane asked him if he fancied a new life in sunny Southport there was little hesitation! They packed their bags and moved back to Southport. Ray was able to bring back a portfolio of various properties from contacts that he had built up over the years in his native Tenerife and they founded Tenerife Sun Vacations which are also bonded with ABTA.

Broadbent Travel Worldchoice now own two very unique properties on Tenerife, the two bedroom, two bathroom Penthouse La Marina in the tranquil fishing village of Playa San Juan and the three bedroom, two bathroom bungalow on Parque Las Flores in Playa de Las Americas/Costa Adeje. These properties and many others are viewable on their website www.tenerifesunvacations.co.uk.



Geoff with the European Cup won by Liverpool FC

When we asked Jane and Ray why they think Broadbent Travel has succeeded for so long, they answered: "We think our longevity is mainly due to our friendly, knowledgeable, highly experienced and well travelled consultants. Anne has been with us since 1985 and between both of us, Anne and Heather we have over 110 years experience in the travel industry. As a company, we have always taken pride in our attention to detail. We will ensure that everything runs smoothly before, during and after travel allowing our customers to relax knowing everything is taken care of. Being independent we can be 100% unbiased when helping people to choose their holiday and our extensive experience allows us to work with a multitude of tour operators and travel companies. Any holiday that we book for our clients is as important for us as it is for them!"

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