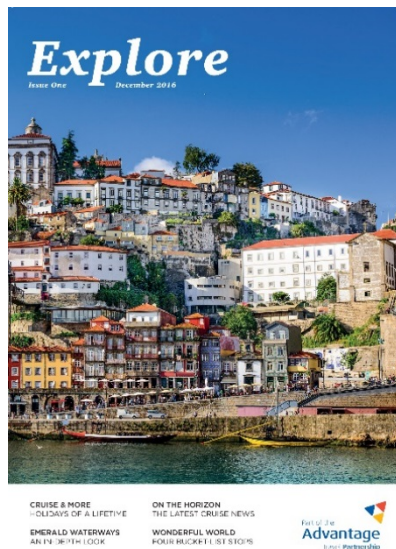


06 December 2016

NEWS RELEASE

ADVANTAGE MAILS CONSUMER EDITORIAL CRUISE MAGAZINE



The Advantage Travel Partnership has launched a brand new editorial style magazine, *Explore*, promoting cruising holidays.

This week, the magazine, personalised at member branch level, will be distributed to 8,000 Advantage member customer households, who have previously booked a cruise holiday, throughout the UK including Northern Ireland.

The magazine presents a plethora of expert editorial cruise content, chosen by Advantage, affirming the consortia's knowledge and expertise in the ocean and river cruise industry.

The mailer is part of the existing Advantage member's direct marketing programme. This customer retention programme is planned and implemented by Advantage on behalf of its members, ensuring its members are in regular contact with their customers to generate repeat holiday bookings.

This magazine provides a different way to present cruise information to our member's customers. The editorial-led content includes inspirational features on the Arctic Circle, the Galapagos Islands, 'Cruising with kids' and 'Food for thought'.

Cruise Adviser were chosen by Advantage to provide the editorial cruise content, to inspire our member's customers to book again.

Carolyn Hardy, Marketing Manager said "The Explore magazine provides us with a different way to present cruise information to our member's customers. This new piece will complement the annual cruise offer-led mailer we produce on our member's behalf and will enhance our cruise marketing offering to members overall."

"Supporting our members in marketing to their own customers is a key USP we provide to our members. We take care of the editorial, production and distribution process, meaning our members are ready to respond to their customer's holiday enquiries generated by the marketing campaigns we are delivering on their behalf."

Claire Brighton, Senior Commercial Manager said: "We chose to launch the magazine in early December, so it would be ready to drop to customers before the end of the year to capitalise on the wave period."

"The first edition of Explore is packed with articles about various sectors in the industry such as luxury, river and ocean cruise. It will be sent out twice a year".

ENDS

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