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NEWS RELEASE

Advantage Travel Partnership encourages members to discover their inner PR!

Hot on the heels of launching The Advantage Travel Partnership's annual Turn of Year marketing campaign earlier this month, the UK's largest independent travel agent partnership has equipped its members with a full PR toolkit to further support them during the peak booking period.

Advantage members have been sent a template press release to tailor to their local customer base and media. The release can be adapted to include quotes from the local agent and top holiday ideas which will resonate with consumers in the area. In addition, the organisation has provided top tips and information on how to approach local media to raise their profile with the press in order to maximise future PR opportunities.

The marketing campaign which launched on 02 January encouraged clients to "tap into our world of personal holiday planning". Timed to coincide with the January peak booking period, the campaign was designed to assist members in championing their knowledge and expertise and to ultimately drive awareness and bookings.

The Advantage Travel Partnership works closely with its members to provide them with the tools they need to effectively grow their sales. Through a combination of print, digital and social, the Turn of Year activity promotes inspirational, yet affordable, holiday options alongside all the benefits of booking through an Advantage member.

Marketing manager, Carolyn Hardy, said: "We have had a great response so far from our members about the Turn of Year campaign. We wanted to take the campaign one step further and add PR into the mix. Our members are so busy serving the requirements of their clients, they don't always have the time to promote their services. A little bit of PR support goes along way, and with this easy to use PR

toolkit our members should be able to start forging strong relationships with their local media to grow awareness and drive up bookings at this most important time of year.”

Advantage member Oluwatosin Shobowale from Peacock Travel, commented: “We have always received excellent marketing support from Advantage and the new PR toolkit takes that to the next level.”

“I feel confident using my own expertise to tailor the press release and reach out to my local media. Everyone is talking about booking a holiday at this time of year, I want to encourage readers of the local press to come to me first for all of their holiday needs in 2017.”

ENDS

For more information, please contact Danni de Nervaux at Advantage Travel Partnership on 020 7324 3988.