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NEWS RELEASE

Advantage Travel Partnership's marketing campaign encourages clients to tap into its members' unparalleled knowledge and expertise



The Advantage Travel Partnership's annual Turn of Year marketing campaign will launch on 02 January to encourage clients to "tap into our world of personal holiday planning". The campaign, timed to coincide with the January peak booking period, will assist members of the UK's largest independent travel agent group in championing their knowledge and expertise to generate 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 and digital (including direct mail, in-store posters and dedicated landing pages), the Turn of Year activity promotes inspirational yet affordable holiday options alongside all the benefits of booking through an Advantage member.

According to marketing manager, Carolyn Hardy, the Turn of Year campaign is of crucial importance at this time of year. "With domestic and global politics so clearly impacting on consumer confidence, customers need reassurance that their holidays are safe and secure. It has therefore never been more relevant for members to highlight the many advantages of booking with them."

“As part of this year’s campaign, we have produced a 24-page magazine designed to inspire clients with fresh ideas and further position our members as their clients’ personal holiday planners.”

As with all Advantage’s marketing campaigns, the Turn of Year collateral is produced to allow members to deliver a joined-up approach in reaching their customers. Using the messages “Tap into our world of expertise.... our world of discovery... our world of relaxation”, the materials will communicate a world of holiday choices and assist Advantage members to convert these into bookings.

As well as the magazine’s bespoke editorial pushing ideas and recommendations, campaign materials will include banners and posters promoting a “low deposits for summer 2017” message. The magazine will be mailed out to 35,000 households and personalised at branch level to attract footfall into members’ shops. This will be followed up by an email that directs customers to their local agent’s website. In addition, holiday offer booklets (also personalised at branch level) will be distributed to 700,000 households nationwide. As for digital activity, dedicated landing pages highlighting attractive holiday offers will be made available for members with white-label websites. Banners and jpeg images will also be provided for social media use.

Commenting on the campaign, John Sullivan, head of commercial at Advantage, said: “Turn of Year is a key selling period for our members, with customers looking for inspiration, originality and a personally tailored approach to booking their holidays. This is a great opportunity for members - in conjunction with our key leisure partners - to position themselves at the forefront of the customer planning process, maximise commercial opportunities and deliver the highly personalised customer service for which they are renowned.”

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