



## ADVANTAGE PR COVERAGE

July/August/September 2016

**Published:** 20 July 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Julia Lo Bue-Said shares her thoughts on agents demonstrating value.

[Link to article](#)

**travelweekly**



NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

### Agents quick to step into breach after Lowcost failure

Jul 20th 2016, 08:26

f t in G+

Agents have worked around the clock to "pick up the pieces" and rebook thousands of customers who booked direct with Lowcost Holidays.

But the effect on trade bookings appears to have been less than feared, with many agents reselling Lowcostbeds' accommodation in Atol-protected Flight-Plus arrangements as members of Atol-accredited groups.

Travel Weekly understands some agents also had payment on-departure agreements with Lowcost, and others had reduced their share of business with the firm due to concerns about its lack of an Atol.

Spear Travels was among the agencies to heed the CAA's warnings in 2013-14 and stop working with Lowcostbeds.

Managing director Peter Cookson said: "We will be picking up the pieces because people [who booked direct] have come to us wanting alternative accommodation."

Alistair Rowland, group general manager of Midcounties Co-operative, said the firm had "a couple of hundred bookings with Lowcost" that were protected by failure insurance.

Julia Lo-Bue Said, managing director of Advantage Travel Partnership, said the number of her members affected was low and the booking volumes minimal.

"If ever there was a time for agents to demonstrate their value, it is now," she said. "They can prove the value of an agent can't be matched."

Steve Byrne, managing director of Travel Counsellors, said the firm had 1,500 bookings with Lowcost, accounting for 4,000 customers, and all the bookings were protected under its trust.



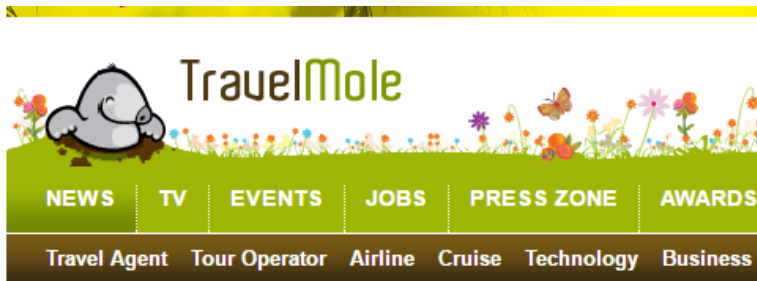


**Published:** 01 August 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** Advantage door drop brochure leads to record booking.

[Online article](#)



MONDAY 01ST AUGUST 2016

Published on Monday, August 1, 2016

### **Advantage door drop brochure leads to record booking**

Solent World Travel made an £80,000 booking last week as a direct result of a recent Advantage door drop mailing, sent out from head office.

Senior travel consultant Lynn Martin made the booking for two clients who wanted to tick destinations off their bucket list.

The customers booked a once-in-a-lifetime six-month trip visiting Singapore, Bangkok, Sydney, Hawaii and Miami among others. During their stay they will also be travelling on the Orient Express and driving around in a VW Campervan for 79 nights.

The customers live in the local vicinity of where a targeted door drop mailing was distributed in January 2016.

This is the biggest booking ever made by Solent World Travel in Lee on the Solent and one of the largest booking The Advantage Travel Partnership has seen in the leisure side of the business.

Lynn Martin has been working on the booking over the past six months and other travel companies had turned the booking down because of its complexity.

**Published:** 01 August 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage door drop brochure leads to record booking.

[Link to article](#)

**travelweekly**



NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Advantage Travel Partnership mailshot results in £80k booking

by Phil Davies

Aug 1st 2016, 10:00

[f](#) [t](#) [in](#) [G+](#)

Solent World Travel made its highest ever booking last week as a direct result of an Advantage Travel Partnership door drop mailing sent on behalf of members.

The agency's senior travel consultant Lynn Martin took the booking worth almost £80,000 for a six-month trip covering destinations such as Singapore, Bangkok, Sydney, Hawaii and Miami.

The customers were part of a targeted door drop mailing distributed in January.

The mailings are run twice a year and the team at Advantage work closely with the members to target the most profitable and responsive postal sectors.

The consortium claims that agency branches attract an average of eight new customers spending a combined £17,000 and also attracting up to 20 existing customers spending a combined £50,000 as a result.

It is the biggest booking ever made by Solent World Travel in Lee on Solent and one of the largest leisure bookings achieved by Advantage.





**Published:** 01 August 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Advantage door drop brochure leads to record booking.

[Link to article](#)

**TTG**

NewsEventsCompetitions

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AgenciesAirCity and financeCruiseDestinationsLuxuryOperatorsRegulationSkills

NEWS | 01 AUG 2016 | BY TOM PARRY



## Advantage agent scoops record £80,000 booking

An Advantage Travel Partnership travel agent has taken its largest-ever booking off the back of a door drop mailing campaign organised by the consortium.



**Published:** 03 August July 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Lucy Huxley's intro column talks about ATOL protection, the Solent World booking and what Advantage is doing for its members.

[Link to magazine \(page 3\)](#)

## A NOTE FROM THE EDITOR

### The doormat challenge

In January, I chaired a Chartered Institute of Marketing Travel Industry Group Question Time at which the hot topic was 'share of doormat'. It's an odd phrase, but one increasingly important in the battle to get marketing cut-through among high volumes of email spam, according to travel bosses.

One of these was Advantage Travel Partnership boss Julia Lo Bue-Said, who said at the time that the consortium was seeing increased conversions from 'old-fashioned direct mailings'. This week, one of those mailings really paid off.

Advantage member Solent World Travel completed its biggest-ever booking – a six-month multi-centre trip for £78,000. It was sold to a couple who had never booked with the agency, but had received a leaflet through their door advertising Solent as 'worldwide specialists'.

Even more satisfying for Solent, the couple had tried to book their trip with two other agencies before receiving the Advantage mailshot, but were turned away because they couldn't fulfil the request.

As far as independents are concerned, the more complicated the booking the better, as it gives agents the chance to show their knowledge and value.

Advantage is just one company stepping up this message since the demise of Lowcost Travel Group, creating new advertising templates for members to accentuate the security they offer customers through the Atol scheme.

Some of the industry's biggest brands, from Thomas Cook and Expedia to On The Beach and Ocean Holidays, have stated the need to boost promotion of Atol protection.

Let's hope Atol does indeed feature more prominently, so something positive comes from Lowcost's collapse, and more agents see a pay-off from the sector's 'share of doormat'.



**Published:** 03 August July 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** A feature on Solent World Travel and its 78k booking. Julia is mentioned for sending them a congratulatory email.

[Link to magazine \(page 6\)](#)

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HOT STORIES

# Solent World makes £78k booking

Juliet Dennis  
[juliet.dennis@travelweekly.co.uk](mailto:juliet.dennis@travelweekly.co.uk)

Solent World Travel has taken its biggest-ever booking as a result of a 'door drop' mailing from Advantage Travel Partnership, after other agencies were unable to fulfil the sale.

Senior travel consultant Lynn Martin spent six months on the £78,300 booking for a mature couple, who told her two other high street agents could not book the complicated, six-month round-the-world trip for various reasons.

The couple visited the Advantage Managed Services agency in Lee-on-the-Solent, Hampshire, formerly part of the collapsed Ambassador Travel chain, after receiving a leaflet in January promoting 'bucket list' destinations.

*"I was a bit shocked because no one has ever asked me for that big an itinerary"*

Martin, who worked with Premier Holidays on the itinerary, said: "The couple came in after reading we were worldwide specialists. They wanted all their bucket list trips in one holiday."

The wish list for the autumn trip included Raffles Hotel in Singapore, the Orient-Express train, an eco hotel in Hawaii, visits to China, Vietnam and Cambodia, and a tour of New Zealand in a Volkswagen campervan.

Martin, who has been an agent for 19 years, admitted the request took her by surprise.

"I was a bit shocked because no one has ever asked me for that big an itinerary," she said. "I didn't have a clue on their budget - it was whatever I told them. It took six months to get it right, but they were a pleasure to deal with."

The agency declined to reveal how much commission it made from the booking but confirmed Martin is paid a salary but no commission.

Martin received a congratulatory email from Advantage managing director Julia Lo Bue-Said. The consortium produces door drop leaflets for members twice a year and said they generate on average bookings worth £67,000 in total from eight new and 20 existing customers per agency.



Lynn Martin made the booking with Premier

**Published:** 04 August 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** New Group Commercial Director announced.

[Link to article](#)

**travelweekly**



NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Advantage appoints Lacey as new group commercial director

by Hollie-Rae Merrick

Aug 4th 2016, 10:45



Advantage Travel Partnerships has appointed Paula Lacey as its new group commercial director.

Lacey joins from easyHotels where she had been global franchise director since October 2014. She has also worked for Tui and Thomas Cook previously. She takes up her new role on September 14.



The new role was created following Ken McLeod's decision to step down from the board. McLeod served as corporate director on the Advantage board from July 2004, with responsibility for airline relationships and business travel.

Julia Lo Bue-Said, Managing Director of The Advantage Travel Partnership said: "I am delighted to announce Paula Lacey will be joining the team on 14 September. As a senior commercial professional with extensive experience in large workforce management, business transformation and change management. Paula has a clear record of building high-performing, customer-focused teams.

"The role will bring together various functions of the company across both our business and leisure travel disciplines, ensuring our focus remains on driving forward commercial opportunities for all members.

"It's important that we continue with the modernisation of the company; the ability to function



**Published:** 04 August 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** New Group Commercial Director announced.

[Link to article](#)

**TTG**

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NEWS | 04 AUG 2016 | BY GARY NOAKES

## Paula Lacey appointed Advantage group commercial director

Advantage Travel Partnership has appointed Paula Lacey to the new role of group commercial director.



SHARELINES

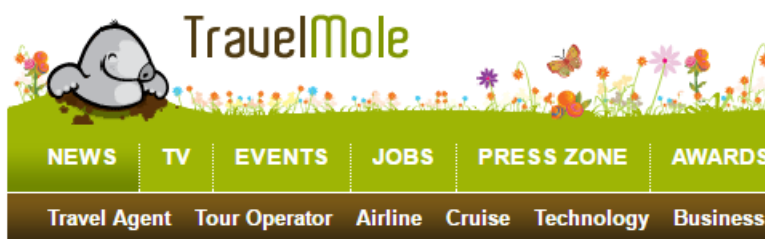


**Published:** 04 August 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** New Group Commercial Director announced.

[Online article](#)



THURSDAY 04TH AUGUST 2016

Published on Thursday, August 4, 2016

## **Advantage names new group commercial director**



The Advantage Travel Partnership has appointed Paula Lacey as group commercial director.

The appointment comes after Advantage corporate director Ken McLeod announced back in the spring his intention to step down at the end of this month after 12 years with the group.

He will stay on in a consultancy role.

Lacey will join on September 14 from easyHotels, where she was global franchise director.

Before that she held senior roles with TUI Travel Specialist and Activity Division, including aviation director and MD of distribution for the Sport Division, and also senior roles in Thomas Cook Retail and TV Travel Shop.

Julia Lo Bue-Said, managing director of The Advantage Travel Partnership, said: "As a senior commercial professional with extensive experience in large workforce management, business transformation and change management, Paula has a clear record of building high-performing, customer-focused teams.

"The role will bring together various functions of the company across both our business and leisure travel disciplines, ensuring our focus remains on

**Published:** 10 August 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage goes into partnership with Chimu.

[Link to article](#)

**travelweekly**



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NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Advantage clinches deal with Latin America and Antarctica specialist

by Phil Davies

Aug 10th 2016, 08:32

[f](#) [t](#) [in](#) [G+](#)

Advantage Travel Partnership has sealed a commercial deal with Latin America and Antarctica specialist Chimu Adventures.

The agreement runs on an exclusive basis for the first year, giving Advantage agents full access to the offerings provided by the London-based operator.

The consortium's head of commercial, John Sullivan, said: "We are very pleased to have developed a commercial agreement with Chimu Adventures.

"This partnership will offer members access and key benefits to Chimu Adventures, enabling them to have more opportunities when selling journeys to Latin America for their clients."

The operator's UK manager, Simon Evans, added: "With Chimu Adventures unique operations in Latin America, Advantage members will benefit from the expertise of Chimu staff on the ground as well as having access to the full range of our charters and the best value Antarctic cruises in the UK market."

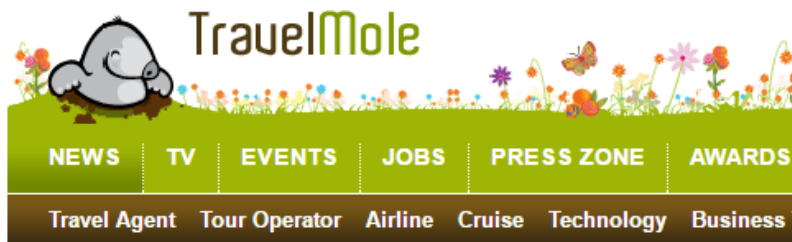


**Published:** 10 August 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** Advantage goes into partnership with Chimu.

[Online article](#)



WEDNESDAY 10TH AUGUST 2016

Published on Wednesday, August 10, 2016

### **Advantage signs deal with Latin America specialist**

Advantage Travel Partnership has entered into an agreement with Latin America and Antarctica specialist operator Chimu Adventures.

The agreement, which runs for a year, gives Advantage members full access to the benefits and products available through the London-based bespoke operator.

Advantage head of commercial John Sullivan said: "This partnership will offer members access and key benefits to Chimu Adventures, enabling them to have more opportunities when selling journeys to Latin America for their clients."

Chimu Adventures UK manager Simon Evans added: "With Chimu Adventures' unique operations in Latin America, Advantage members will benefit from the expertise of Chimu staff on the ground as well as having access to the full range of our charters and the best value Antarctic cruises in the UK market."

**Published:** 10 August July 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website.](#)

**Content:** New Group Commercial Director announced.

[Link to magazine \(page 10\)](#)

## Advantage appoints Paula Lacey following Ken McLeod departure

Advantage Travel Partnership has appointed Paula Lacey to the new role of group commercial director.

Lacey joins from easyHotels, where she had been global franchise director since October 2014. She has also worked for Tui and Thomas Cook.

The new role, which Lacey takes up on September 14, was created after Ken McLeod stepped down from the board. McLeod served



**LACEY: Joins in September**

as corporate director on the Advantage board from July 2004, with responsibility for airline relationships and business travel.

Managing director Julia Lo Bue-Said said: "Paula has a clear record

of building high-performing, customer-focused teams.

"The role will bring together various functions of the company across our business and leisure travel disciplines, ensuring our focus remains on driving forward commercial opportunities for all members."

Lacey said: "Advantage has done a great job in putting itself at the forefront of the independent sector and I can't wait to join and help the organisation achieve its future ambitions by adding my own experience and skills to a very talented team."

**Published:** 10 August July 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website.](#)

**Content:** New Group Commercial Director announced.

[Link to magazine \(page 18\)](#)

NEWS
EVENT PREVIEW

## Who'll 'tech' the Travolution honours?

The Travolution Awards 2016 will be a special event this year as the brand marks its 10th birthday. Below is the roll call of companies shortlisted for this year's awards

A total of 110 shortlisted entrants in four categories are vying for the 22 awards that will be handed out on November 29 at The Ballroom Southbank in central London

**MARKETING AWARDS**  
BEST USE OF SEARCH ENGINE  
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• Melt Content  
• Proppennet for Kuoni  
• TravelSupermarket  
• Travelzoo  
BEST USE OF SOCIAL MEDIA  
• Barnhead Travel  
• Blue Bay Travel  
• Cruise.co.uk  
• Iqia Cruise  
• Tui  
BEST WEBSITE USER EXPERIENCE  
• Accord for Wild Frontiers  
• Journey Latin America  
• KMP Digitate for Aberdeen airport  
• On the Beach  
• Totel  
BEST USE OF CONTENT MARKETING  
• Addmumand for Hoppa  
• Expedia Media Solutions  
• Kaizen  
DISTRIBUTION AND INTERMEDIARY AWARDS  
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• Cheapflights  
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**Dealchecker**  
• Scotoloy.com  
• Secret Escapes  
• Travelzoo  
BEST TRAVEL AGENT WEBSITE  
• Blue Bay Travel  
• Canada Travel Specialists  
• Cruise Nation  
• Loveholidays.com  
• Tui  
BEST TRAVEL BLOG  
• Florida Tix  
• Hoppa  
• Scotoloy.com  
• Stephanie White  
• Travelzoo  
BEST TRAVEL SUPPLIER  
• Advantage Holidays  
• Affiliated  
• Affordable Car Hire  
• Blacklane  
• Travelmood

**TECHNOLOGY AWARDS**  
BEST TECHNOLOGY PROVIDER  
• Bd4travel  
• Codegen  
• Intility  
• KDS  
• Rentalcars Connect  
• Travetok

**Best Technology Team of the Year**  
• DataArt  
• Dolphin Dynamics  
• Loveholidays.com  
• On the Beach  
• Open Destinations  
• Open Destinations  
• Viator  
BEST TECHNOLOGICAL INNOVATION  
• Bd4travel  
• Finding Friday  
• SilverRail Technologies  
• Thunderhead for Titan Travel  
• Tui  
BEST USE OF MOBILE  
• Fio  
• Glasgow airport  
• Loveholidays.com  
• Tui  
• Viator  
BEST USE OF DATA  
• CarTraveler  
• Critico for Thomas Cook Airlines  
• Minicabit

**On the Beach**  
• Thomas Cook  
• Vertical Systems  
TRADE AND SUPPLIER AWARDS  
BEST FOR HOLIDAYS  
• Audley Travel  
• Hayes & Jarvis  
• Loveholidays.com  
• Tourist  
• Tui  
BEST FOR FLYING  
• Aberdeen airport for KMP Digitate  
• Fio  
• Glasgow airport  
• Momondo  
• Norwegian  
BEST FOR STAYING  
• Forest Holidays  
• GLH Hotels  
• Kaligo  
• Nucleus for The Kahala  
• Totel  
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• CarTraveler  
• Family Transfers  
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• Much Better Adventures  
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• Viator  
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• KDS  
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• Locomote  
• Portman

Book your place at the awards: [travolutionawards.co.uk](http://travolutionawards.co.uk)

**Published:** 12 August 2016

**Publication:** Travel Daily UK - Travel Daily Media is a global digital online publisher of e-magazines for the travel industry with offices in London, Dubai Bangkok & Singapore. [Website](#).

**Content:** Advantage goes into partnership with Chimu.

[Link to article](#)




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# Chimu Adventures teams with The Advantage Travel Partnership

The agreement runs from 1 August, on an exclusive basis for 12 months



Written by:  
Aaron Greenwood

Posted On:  
11th August, 2016 11:00 am

Posted In:  
Travel Agents

[leave a comment](#)



**Chimu Adventures, the Latin America and Antarctica specialist, has entered into an agreement with The Advantage Travel Partnership.**

Simon Evans, UK manager at Chimu Adventures said: "With Chimu Adventures unique operations in Latin America, Advantage members will benefit from the expertise of Chimu staff on the ground as well as having access to the full range of our charters and the best value Antarctic cruises in the UK market."

The agreement runs from 1 August, on an exclusive basis for the first year. Advantage members will now have full access to the benefits and products available to them from the London based tour operator.

John Sullivan, head of commercial at Advantage commented: "We are very pleased to have developed a commercial agreement with Chimu Adventures. This partnership will offer members access and key benefits to Chimu Adventures, enabling them to have more opportunities when selling journeys to Latin America for their clients."

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**Published:** 12 August 2016

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**Content:** Advantage goes into partnership with Chimu.

[Link to article](#)

**TTG**

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NEWS | 12 AUG 2016 | BY EDWARD ROBERTSON



## Advantage signs deal with Chimu Adventures

Advantage members now have exclusive access to Chimu Adventures' Latin America and Antarctica products following a new agreement.



**Published:** 15 August 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage announces The Big Celebration lunch for members.

[Link to article](#)

**travelweekly**



NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Advantage Travel Partnership announces awards to recognise top members

by Phil Davies

Aug 15th 2016, 09:25

f t in G+

The Advantage Travel Partnership is to run an awards lunch to recognise its top members.

The 'Big Celebration Lunch' will be held in London on September 30.

Members nominated will be invited to the lunch, as well as business partners and members from the Advantage team.

The winners will be chosen by a mixture of members, business partners and an independent panel.

Around 15 awards will be presented at the event which is taking place at London's Grange City Hotel between 12pm and 4pm.

Business development director Colin O'Neill said: "We are delighted to celebrate and give our valued members the recognition they deserve."

"This prestigious event is about celebrating our collective success with our members and business partners with a range of awards including 'Best Agent' in both leisure and business travel categories and an 'Outstanding Achievement Award'.

"We expect over 200 members and business partner colleagues to attend the lunch."



**Published:** 15 August 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** Advantage announces The Big Celebration lunch for members.

[Link to article](#)



MONDAY 15TH AUGUST 2016

Published on Monday, August 15, 2016

## **Advantage launches awards event**

Advantage is launching an awards lunch to celebrate the success of its members.

The Big Celebration Lunch will take place on Friday September 30 at Grange, City London, from 12pm until 4pm.

Members nominated for awards will be invited to the lunch, as well as business partners and members from the Advantage team.

The winners will be chosen by a mixture of members, business partners and an independent board panel.

Around 15 awards will be given on the day.

Business development director Colin O'Neill said it wanted give valued members the recognition they deserve.

"This prestigious event is about celebrating our collective success with our members and business partners with a range of awards including 'Best Agent' in both leisure and business travel categories and an 'Outstanding Achievement Award.'"

Advantage expects over 200 members and business partner colleagues to attend.

**Published:** 15 August 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Advantage announces The Big Celebration lunch for members.

[Link to article](#)

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NEWS | 15 AUG 2016 | BY SOPHIE GRIFFITHS

## Advantage reveals 'Big Celebration Lunch' to honour members

Advantage has announced a "Big Celebration Lunch" - an event to celebrate the successes of its members.



SHARELINES

 Advantage's new 'Big Celebration Lunch'

The awards will take place on September 30 at Grange, City London from 12pm until 4pm, hosted by Advantage.

18



**Published:** 18 August 2016

**Publication:** STAN - specialist travel trade site based on STAN Scottish Travel Agents News which, for over 23 years, has serviced the requirements of the travel trade in Scotland. [Website](#)

**Content:** Advantage announces The Big Celebration lunch for members.

[Link to article](#)



HOME NEWS EVENTS DESTINATIONS ▾ JOBS STAN GALLERY CONTACT US SUPP

## Latest News

### Advantage launches member awards event

August 18 2016



For the first time, Advantage is holding a standalone event celebrating members and their successes, The Big Celebration Lunch.

The awards will take place on Friday 30th September in London from 12pm until 4pm and will be hosted by Advantage. Members nominated will be invited to the lunch, as well as business partners and members from the Advantage team.

The winners will be chosen by a mixture of members, business partners and an independent board panel. Around 15 awards will be given on

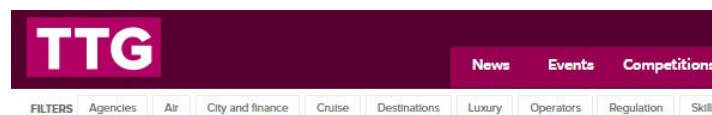


**Published:** 24 August 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Claire Brighton named on Top 25 tweets in Travel for 2016

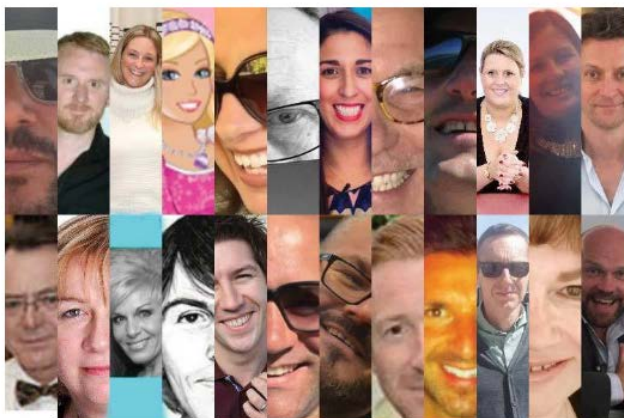
[Link to article](#)



NEWS | 24 AUG 2016

## Tweet relief: The 25 #TTGtoptweeters in travel 2016

It is now four years since the (entirely unscientific) list of TTG Top Tweeters was first published...



### SHARELINES

[The top 25 #TTGtoptweeters in the travel industry revealed](#)

[Who made the #TTGtoptweeters list this year?](#)

Amid pleas from the industry, we return every year with an updated list of travel's funniest and most influential Twitterati. Who has made our 2016 Top 25?

**@clairebrig**



**NEW ENTRY**

**Claire Brighton**  
senior commercial  
manager,

**Advantage Travel Centres**

Big fan of cruising and wildlife (not necessarily together), it's hard to miss Brighton on Twitter if you tend to follow travel-types.

**Most likely to tweet about:** The places and people she encounters

*Sample tweet: "On Carnival Vista there's no waiting for a barman - you can pour your own pint! #vistavip"*

**Tweets 2,811 Followers 758**

**Published:** 25 August 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage kicks off 2017 book early campaign.

[Link to article](#)

travelweekly



NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Advantage kicks off 2017 book early campaign

by Amie Keeley

Aug 25th 2016, 08:10

f t in G+

The Advantage Travel Partnership has kicked off its 'Book early' campaign for 2017.

Marketing materials will be sent out to members to help them highlight to customers the benefits of purchasing holidays well in advance.

Members will receive a dedicated email to send out across client databases and a hosted Twitter chat with operators will take place on September 1 discussing the reasons members should be advising their customers to book early for summer 2017.

John Sullivan, head of commercial, said the campaign was being launched slightly earlier than in previous years to capture customers recently returning from their holidays and on the back of terrorist events in Turkey and Egypt pushing up demand in the western Mediterranean.

He said Lowcost's failure had also shown the importance of booking with bonded agents, which the consortium is keen to help members highlight.

"Supporting our members with key campaigns is essential", Sullivan said. "Through working with our key leisure partners, we have been able to secure exclusive offers and messages for our members during this important trading period.

"The multi-channel campaign will help to promote messages to our member's customers on important topics, such as the added security of booking through travel agents, booking early to avoid disappointment and book safe, ensuring holidays they book are fully bonded."



The  
**Advantage**  
Travel Partnership

### NEWS IN BRIEF

#### Advantage unveils 'Book Early' campaign for 2017

Advantage Travel Partnership has started a 'Book Early' campaign for 2017 holidays. Members will receive marketing materials for their shops and online to encourage customers to book. Head of commercial John Sullivan said the timing of the promotion was in light of "challenges" the industry had faced this year, including terrorist attacks and the collapse of Lowcost Travel Group.

**Published:** 25 August 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Advantage kicks off 2017 book early campaign.

[Link to article](#)

**TTG**

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NEWS | 25 AUG 2016 | BY EDWARD ROBERTSON

**Advantage launches 2017 campaign**

The Advantage Travel Partnership has launched a “book early” campaign promoting holidays for 2017.



SHARELINES

 Advantage launches 2017 campaign

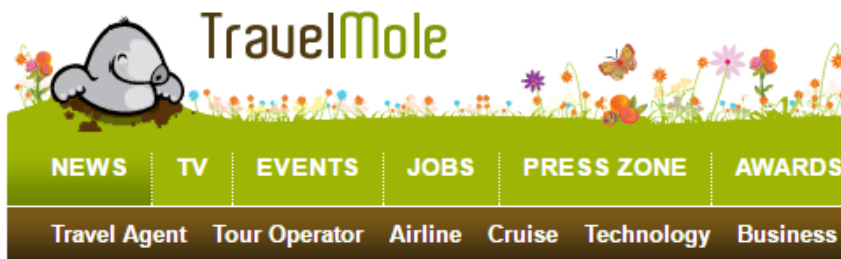
The campaign is designed to remind consumers of the benefits of booking early while key business partners will provide exclusive messages and benefits to

**Published:** 25 August 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** Advantage kicks off 2017 book early campaign.

[Link to article](#)



THURSDAY 25TH AUGUST 2016

Published on Thursday, August 25, 2016

## **Advantage launches 2017 early booking campaign amid 'endless challenges'**

Advantage Travel Partnership has launched an early booking campaign for summer 2017 before many families have returned from this year's holidays.

It said the campaign for next year has launched slightly earlier than in previous years in light of the 'endless challenges' in the market.

Head of commercial John Sullivan said with some key destinations off limits and with zero demand for Turkey, except for the 'die-hards', it was important for consumers to book early to get what they want for next summer.

"This summer has been very centred on the Western Med and as a result availability has been tight and prices have been high. Normally you would go out there with a general 'book now and get this discount and get free kids' but for 2017 it really is about booking early to get what you want," he said.

The independent agent consortium said some of its key business partners are involved in the campaign, which includes exclusive messages and benefits to Advantage members

**Published:** 26 August 2016

**Publication:** Travel Bulletin - is the UK's leading travel trade brand delivering news, training, incentives and competitions for you the travel agent, via a weekly magazine. [Website](#)

**Content:** Advantage announces The Big Celebration lunch for members.

[Link to magazine](#)

## Advantage celebrates members' successes at debut event

ADVANTAGE IS holding a standalone event celebrating members and their successes.

The Big Celebration Lunch will take place on Friday September 30 at Grange, City London from 12:00 until 16:00. Nominated members will be invited to the lunch, as well as business partners and members from the Advantage team.

The winners will be chosen by a mixture of members, business partners and an independent board panel, and around 15 awards will be given on the day.

Colin O'Neill, the consortium's business development director, said: "We are delighted to celebrate and give our valued members the recognition they deserve. This prestigious event is about celebrating our collective success with our members and business partners with a range of awards including 'Best Agent' in both leisure and business travel categories and an 'Outstanding Achievement Award'. We expect more than 200 members and business partner colleagues to attend the lunch."

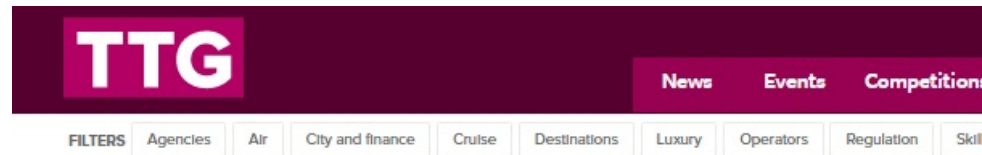


**Published:** 31 August 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Advantage launches Advantage Holidays.

[Link to article](#)



NEWS | 31 AUG 2016 | BY JENNIFER MORRIS



## Advantage's tour operation goes live

Advantage Travel Partnership's fully-bonded tour operation Advantage Holidays is now available to its members.



SHARELINES

Advantage's tour operation goes live

### TOUR OPERATION

## Advantage Holidays now up and running

ADVANTAGE TRAVEL Partnership's fully bonded tour operation Advantage Holidays went live last week, and is now available to its members.

The consortium said Advantage Holidays would provide members with all the flexibility, support and assistance they need, enabling them to tailor-make package holidays to suit customer's needs with flexible durations, flights from regional airports and more than 200,000 hotels to choose from.

Gateway2 is designed to enable members to improve efficiencies and dynamically package products themselves, as well as providing a platform from which they can now create tailor-made packages through Advantage Holidays.

Advantage is running a launch campaign to raise awareness and promote the benefits of Advantage Holidays. The consortium will also be organising steering groups with the membership to ensure Advantage's technology agenda continues to develop further for members.

Managing director Julia Lo Bue-Said said: "We are delighted to report Advantage Holidays is in its final stages and ready for members to use.

"Our focus now is ensuring our members are fully aware of the benefits and potential this new solution can provide them.

"The development of Gateway2 and the introduction of Advantage Holidays represent major investments in securing the future prosperity of the business for the benefit of both our members and business partners... and this is only just the start of our exciting and ambitious technology journey."

Gateway2 is the new solution designed to enable members to improve efficiencies and dynamically package products themselves, as well as providing a platform from which they can now create tailor-made packages through Advantage Holidays.

**Published:** 31 August 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage launches Advantage Holidays.

[Link to article](#)

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NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Advantage tour operation goes live

by Hollie-Rae Merrick

Aug 31st 2016, 13:40

f t in G+

Advantage Travel Partnership's tour operation has fully launched and is now available for the use of all members.

Advantage Holidays was first announced at the consortium's annual conference in April, allowing members to create tailor-made packages for customers.

Initially it was open to a select number of members on a pilot basis but it is now available for all members to search, book and package fully-bonded holidays under the consortium's central Atol.

The tour operation gives members access to flexible holiday durations, regional flights and more than 200,000 hotels.

Advantage is running a launch campaign to raise awareness and promote the benefits of Advantage Holidays to encourage members to use the service. Agents are being asked to create a picture of short video featuring an Advantage Holidays windmill.

A steering group will also be created to ensure Advantage's tech agenda continues to develop further for members.

Julia Lo Bue-Said, managing director of Advantage, said: "We are delighted to report Advantage Holidays is in its final stages and is ready for members to use.

"Our focus now is ensuring our members are fully aware of the benefits and potential this new solution can provide them.



The  
**Advantage**  
Travel Partnership

### Advantage Holidays now available to all consortium members

The Advantage Travel Partnership's tour operation is now open for all members to use.

Advantage Holidays was unveiled at the consortium's annual conference in April, allowing members to create tailor-made packages for customers.

Initially it was open to select members on a pilot basis, but it is now available for all members to search, book and package holidays that are fully-bonded under the consortium's Atol.

Agents involved in the pilot have already had customers book and travel with Advantage Holidays.

The tour operation gives members access to flexible holiday durations, regional flights and more than 200,000 hotels.

Julia Lo Bue-Said, managing

director of Advantage, said: "The development of [technology platform] Gateway 2 and the introduction of Advantage Holidays represent major investments in securing the future prosperity of the business for the benefit of our members and business partners. This is just the start of our exciting and ambitious technology journey."

Advantage is currently offering members £5 per booking on every Advantage Holiday booked worth £300 or more.

social media and offline and online channels will to commence booking Advantage Holidays and lution for themselves.

luction of Advantage Holidays represent major

**Published:** 01 September 2016

**Publication:** Travel Daily UK - Travel Daily Media is a global digital online publisher of e-magazines for the travel industry with offices in London, Dubai Bangkok & Singapore. [Website](#).

**Content:** Advantage launches Advantage Holidays.

[Link to article](#)




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# Advantage Holidays officially debuts

## Advantage Holidays is now available for all members



Written by:  
Gemma Greenwood

Posted On:  
31st August, 2016 02:58 pm

Posted In:  
Travel Agents

[leave a comment](#)



**Advantage Holidays is the latest addition to Advantage Travel Partnership's fully-bonded ATOL solution, which joins Cruise & More in offering competitively-priced product exclusively for Advantage members.**

Gateway2 is the new innovative solution, designed to not only enable members to improve efficiencies and dynamically package products themselves, but provides the platform from which they can now create tailor-made packages through Advantage Holidays, filling the product gaps they may not otherwise be able to package through current business partners.

Advantage Holidays offers its business travel members a full-service ATOL solution, which will provide the ability to tap further into their business travel customer bases and provide an easy-access solution to fulfil the corporate travel trips, which their business customers take.

Advantage Holidays has been made possible by the significant investment which Advantage has placed in creating its brand new Gateway2 booking platform.

Advantage Holidays, supported by Gateway2 is the new way for members to search, book and deliver fully-bonded holidays to their customers under a central ATOL.

This is the first of many developments which Advantage are making, through the Gateway2 booking engine, to provide solutions for our business travel members to fulfil their client's leisure







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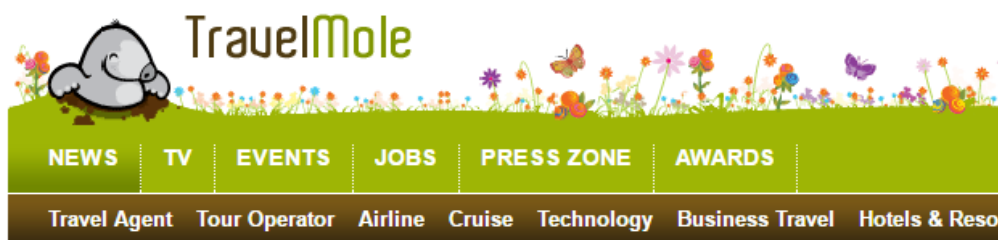
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**Published:** 01 September 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** Advantage kicks off 2017 book early campaign.

[Link to article](#)



THURSDAY 01ST SEPTEMBER 2016



Published on Thursday, September 1, 2016

## Advantage in-house tour operator goes live

Advantage Holidays is now available to all Advantage Travel Partnership members looking to book dynamic packages.

Announced at the Advantage conference in May, Advantage Holidays was previously only available to a pilot group of agents.

Holidays are sold under the consortium's ATOL and are packaged using its new Gateway 2 booking platform, which gives members access to over 200,000 hotels and flights from regional airports.

Advantage is running a launch campaign to raise awareness and promote the benefit of using its new tour operator, and members will be incentivised to book with a competition in which they are asked to post a 'creative' picture or video on social media featuring their Advantage Holidays windmill.

Managing director Julia Lo Bue-Said said: "We are delighted to report Advantage Holidays is in its final stages and is ready for members to use. Our focus now is ensuring our members are fully aware of the benefits and potential this new solution can provide them.

"The development of Gateway 2 and the introduction of Advantage Holidays represent major investments in securing the future prosperity of

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### MOST



**Published:** 02 September 2016

**Publication:** Travel Bulletin – giving agents the edge. [Website](#).

**Content:** Colin O'Neill's monthly column.

Scanned clipping



## Industry Insight by...



**Advantage**

SPECIALISTS IN TRAVEL

### **A Cause for Optimism...**

by Colin O'Neill, business development director,  
Advantage

**A**S SUMMER draws to a close and we head into the autumn period, it is important that we look forward with optimism for the final part of the year.

As I mentioned last month, the industry has of late faced one incident after another which has put a huge strain on consumer confidence and which has in turn impacted upon sales; this is true in both the leisure and business travel sectors of the market. For many businesses, the summer sales period is a key time in the year for creating wealth for the business.

However, the summer sales period will shortly be over and there is nothing that anyone can do to claw back the summer holiday business that has been lost.

It is therefore important that we metaphorically dust ourselves down and go again for the remainder of the year. This will be as much a case of having a strong mental attitude as exercising individual sales and marketing skills.

As a central business, there are three key things that we are doing during the month of September to help get our members in the right place for the months ahead.

In addressing the mental attitude part of the plan, we are holding a new event at the end of September called The Big Celebration Lunch. The purpose of the event is to share our collective successes and we will be presenting awards to both our members and preferred business partners. However, as we really want to spread the sense of achievement as far as possible, the business partner hosting tables are inviting as many of their individual star members as possible.

The business support element for our members comes in the shape of an integrated marketing and sales promotion 'book early' campaign which will encourage consumers to think about booking ahead and to remind them of the many benefits of booking early. The campaign will help promote messages to our member's customers on important topics, such as the added security of booking through a travel agent, booking early to avoid disappointment and book safe, ensuring holidays they book are fully bonded.

### **"dust ourselves down and go again for the remainder of the year"**

Finally, the middle of September will see registrations open for the 2017 Advantage Conference which takes place next May at the Club Med Opio en Provence resort in the South of France. Not only will we be offering early bird booking incentives for our members but we will also be revealing details of the conference theme and outline programme as well as our first keynote speaker. And whilst I don't want to give too much away at this stage, the conference will place a high emphasis on the relentless march of new and emerging technology, its impact on customers and the key role agents can play to harness that technology for their own benefit.

So, in summary, we have come through a tricky summer but that is now behind us and we need to move on to make up for as much potentially lost ground as possible.



**Published:** 04 September 2016

**Publication:** Sunday Times - The Sunday Times is one of the best-known titles in the world and the UK's top-selling quality Sunday paper. [Website](#).

**Content:** Julia Lo Bue-Said is quoted on the rush by customers to book ahead for 2017.

**Scanned clipping**

**BRIEFING**

**2017 HOLIDAY RUSH** After a turbulent summer, travel companies are reporting unprecedented levels of early demand for breaks in 2017, as holidaymakers book earlier than ever to avoid disappointment.

Ian Chambers, head of marketing at the tour operator Monarch, says the trend can be explained by Turkey, Egypt and Tunisia being largely off the holiday map for summer 2016, leading to a "bit of a bunfight" for breaks to Portugal, mainland Spain, the Balearics and the Canaries. A "fair amount of disappointed customers" were unable to secure peak-season accommodation.

Julia Lo Bue-Said, managing director of Advantage Travel Centres, described the scramble to secure next year's holiday as "phenomenal", adding: "Prices are going to go up next year as a consequence of Brexit, and we think that's encouraging people to book now to get the best deal."

Chris Wright, managing director of Sunvil, reports that holidaymakers have even been booking next year's break from their sunbeds, a year in advance.

Last week, Ryanair's boss, Michael O'Leary, reported that hoteliers in Spain were taking unprecedented numbers of bookings for 2017, adding that it's not only Britons who are booking ahead: "We've got about 30m Germans who used to go to Turkey who are less inclined to go there any more."

There will also be fewer airline seats available next year. This summer, carriers had too many seats on sale to match the number of hotel rooms available. By cutting capacity, they can be sure of filling flights. Last week, Ryanair announced that it had cut its UK capacity for 2017 from 50m seats to 44.5m.

**ZIKA IN SINGAPORE** The city-state's zika outbreak is worsening, with 189 cases now recorded. The mosquito-borne virus had been limited to a single resident.




**Published:** 05 September 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Latin Routes secures preferred status with Advantage.

[Link to article](#)

travelweekly



NEWS ▾ IN DEPTH ▾ DESTINATIONS PHOTOS & VIDEO COMPETITIONS EVENTS JOBS

## Latin Routes secures preferred status with Advantage

by Phil Davies

Sep 5th 2016, 08:28

f t in G+

A specialist South American tailor-made tour operator set up by two former travel agents has secured a preferred supplier deal with the Advantage Travel Partnership.

Latin Routes was established in 2012 by Jess Bain and Martin Johnson, both experts in the region.

Former Abta chairman and Advantage chief executive, John McEwan, chairman of Latin Routes, said: "The Advantage partners are ideally suited to selling our high quality tailor-made holidays thereby providing a higher level of expertise and satisfaction to customers."

The exclusive partnership means that Advantage members will receive support from staff who have either lived, worked or travelled extensively in South America.

This means they are able to offer inside knowledge and expertise of the destinations featured.

Bain, Latin Routes' director of trade relations, said: "We have considerable knowledge and expertise and want to increase confidence of selling South America amongst our agent partners as well as supporting them in any way we can."

Advantage commercial manager, Victoria Jones, said: "We are delighted to have entered into an exclusive partnership with Latin Routes."

"Their breadth of product, knowledge and experience is undoubtedly a great fit for Advantage members, giving them the support and confidence required to sell such a fantastic destination."



**Published:** 06 September 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage launches its member to consumer personalisation campaign.

[Link to article](#)

## Advantage early booking campaign promotes service with 'personal touch'

Customer service through a personalised approach is being promoted by the Advantage Travel Partnership in an early booking promotion.

The 'personal touch' initiative will encourage members to think about the service they offer, as well as ensuring they are making recommendations "truly based on their preferences and requirements".



A direct mail campaign, personalised at member branch level and designed to encourage customers to book again, will be mailed to more than 30,000 households this week.

The mailer has been personalised with each member's website and Facebook page on the front cover to remind customers that there are online channels available for them to be able to contact agents.

A follow-up email directing the recipient to their agent's website will be sent following the mailing.

A dedicated landing page promoting the campaign will be live on white label sites, as well as a homepage banner. Members have received a dedicated email to fully equip them in promoting the offers across all of their own channels.

Advantage marketing manager, Carolyn Hardy, said: "Supporting our members in marketing to their own customers is a key USP we provide to our members.

"We believe in our members owning their own brand and will always encourage them to create and develop their profile, to promote their own business.

"The multi-channel campaign truly brings personalisation to the forefront and aligns the direct marketing programme to other digital channels, ensuring we offer a forward-thinking approach and consistent messaging to members and their customers.

"We produce all the collateral on behalf of our members and manage the distribution, meaning our members can concentrate on what they do best, selling holidays."



**Published:** 07 September 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Colin O'Neill with the bouquet of flowers hand delivered to the TTG offices.

[Online link](#) (page 68)



**FLOWER POWER:**

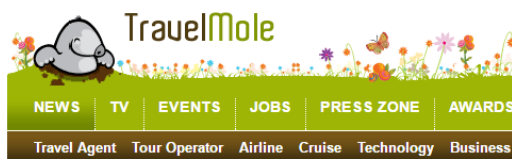
TTG Towers had a surprise when Colin O'Neill (*fourth left*), business development director for Advantage Travel Partnership, popped in with a bouquet of flowers to celebrate the consortium's new tour operation, Advantage Holidays.

**Published:** 13 September 2016

**Publication:** Travel Mole – TravelMole.com is the first online community for the Travel and Tourism Industry. [Website](#).

**Content:** Advantage conference 2017 registration open.

[Online article](#)



TUESDAY 13TH SEPTEMBER 2016

Published on Tuesday, September 13, 2016

**Advantage announces 2017 conference theme**

The Advantage Travel Partnership has announced the theme of its 2017 conference will be Man & Machine.

It will look at the importance of technology in the world while reconfirming the need for human labour.

Advantage business development director Colin O'Neill said the purpose was to better understand technological innovations that will have an impact on the way we run our lives and, rather than seeing them as a threat, consider how we can 'master' the technology.

"The dawn of Artificial Intelligence is upon us. Technology is evolving fast to help us achieve our everyday goals and expose us to experiences we could previously only imagine. The self-driving car is just one street away.

"But the importance of great people is as key as ever.

"In the heart of Aix-en-Provence, the Advantage Conference 2017 will convene to consider the powerful combination of smart technology and human service to enhance the world of travel."

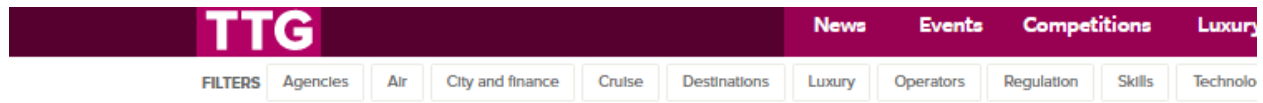
The conference will take place from May 12 to 15 at Club Med Opio en Provence in the south of France.

**Published:** 13 September 2016

**Publication:** TTG - the world's very first weekly travel trade newspaper. [Website](#).

**Content:** Advantage conference 2017 registration open.

[Online article](#)



The Advantage Travel Partnership has announced 'man and machine' as the theme for its 2017 conference.



The conference takes place between May 12-15 at Club Med Opio en Provence in the south of France.

The theme has been chosen to capture the essence of the programme, which focuses on the

# The Advantage Conference 2016

SHARELINES



Advantage announces conference theme

importance of technology in the world, "while reconfirming the need for people to remain".

Colin O'Neill, Advantage business development director, said: "The key purpose of our conference this year is to better understand the technological innovations that will have an impact on the way in which



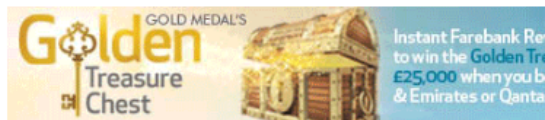
**Published:** 13 September 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Advantage conference registration opens.

[Link to article](#)

**travelweekly**



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## Advantage unveils Man & Machine overseas conference theme

by Phil Davies

© Sep 13th 2016, 10:20

[f](#) [t](#) [in](#) [G+](#)

The importance of technology while reconfirming the need for people are behind the Man & Machine theme for next year's Advantage Travel Partnership overseas conference.

Registration has opened for the event which takes place at Club Med Opio en Provence in the south of France on May 12-15, 2017.

The conference will consider the powerful combination of smart technology and human service to enhance the world of travel.

Advantage business development director, Colin O'Neill, said: "The key purpose of our conference is to better understand the technological innovations that will have an impact on the way in which we run our lives.

"However, rather than see these developments as a threat, we wish to consider how as humans we can master the technology and use it to our advantage; Man & Machine working in harmony with one another."



**Published:** 14 September 2016

**Publication:** Travel Daily UK - Travel Daily Media is a global digital online publisher of e-magazines for the travel industry with offices in London, Dubai Bangkok & Singapore. [Website](#).

**Content:** Advantage launches conference registration.

[Link to article](#)



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# Registration opens for Conference 2017



Written by:  
Aaron Greenwood

Posted On:  
14th September, 2016 10:04 am

Posted In:  
Events



**The Advantage Travel Partnership has announced the theme of its 2017 Conference, which will be staged from 12 to 15 May at Club Med Opio en Provence in the south of France.**

In the heart of Aix-en-Provence, the Advantage Conference 2017 will convene to consider the powerful combination of smart technology and human service to enhance the world of travel.

Commenting on the theme, Colin O'Neill, Advantage business development director, said: "The key purpose of our conference this year is to better understand the technological innovations that will have an impact on the way in which we run our lives.

"However, rather than see these developments as a threat, we wish to consider how as humans we can master the technology and use it to our advantage; MAN & MACHINE working in harmony with one another."

**RELATED ITEMS** THE ADVANTAGE TRAVEL PARTNERSHIP

**Published:** 14 September 2016

**Publication:** Travel Weekly - the UK's preferred travel trade weekly publication. [Website](#).

**Content:** Colin O'Neill talks about the new google travel search trends tool.

[Link to article](#)

4

# Google unveils 'gold dust' travel search trends

Juliet Dennis

[juliet.dennis@travelweekly.co.uk](mailto:juliet.dennis@travelweekly.co.uk)

**Google is making consumer travel search data available for free for the first time.**

UK sales director Bernd Fauser described its Travel Dashboard as "gold dust" for the trade.

The data has never been publicly available free of charge before. It is based on searches by consumers in 26 countries – in

Europe, the United Arab Emirates and South Africa – and is updated every quarter.

The data covers seven travel categories: air; bus and rail; holiday rental; car rental; hotel; package last minute; and package vacation.

It includes search volumes; countries consumers are travelling to; most popular itineraries; most-searched-for brands; and where searches are made.

According to the dashboard, the top 10 countries UK consumers



are most interested in travelling to are Spain, the US, France, Italy, Ireland, Greece, Canada, Turkey, Portugal and Germany.

The tool will enable travel firms to allocate marketing spend based on research trends, changes in demand, upselling opportunities and the popularity of individual brands, according to Fauser.

"This is what travel companies have been asking for," he said.

"The consumer market is shifting more rapidly than in the past and travel companies are struggling to adjust. This can

give a good indication of what consumers are thinking."

Advantage Travel Partnership business development director Colin O'Neill welcomed the tool, adding: "Substantial market research is expensive and has been out of reach of agents' pockets."

But a spokesman for Kuoni said: "The tool is too general as it is. We'd be looking to drill down into far more detail, specifically on long-haul destinations and different audiences."

The Travel Dashboard is at: [emeatravel.thinkwithgoogle.com](http://emeatravel.thinkwithgoogle.com).

Published: September 2016

Publication: Bullittin – ITT publication

**Content:** coverage of the ITT Odyssey supper, where Julia Lo Bue-Said was keynote speaker.

Scanned clipping

## PREVIOUS EVENTS

### ITT ODYSSEY SUPPER

25 MAY 2016

May's Odyssey Supper saw ITT Members and non-members alike join together for another successful event at the House of Commons. Guests were treated to an exclusive insight from Julia Lo-Bue Said, Managing Director of Advantage Travel Partnership, into life as a business woman in the travel industry.

A special thank you to Dunleavy White for their generous sponsorship of the Supper and Affordable Car Hire for once again sponsoring the drinks reception. Our events could not go ahead without the support of our valuable sponsors, so sincere thanks to them.



#### SUPPER SPONSOR



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**Published:** 14 September 2016

**Publication:** Travel Daily UK - Travel Daily Media is a global digital online publisher of e-magazines for the travel industry with offices in London, Dubai Bangkok & Singapore. [Website.](#)

**Content:** Interview with On the Go Tours mentioning new partnership with Advantage.

[Link to article](#)



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# Face to face: Carl Cross, managing director, On The Go Tours



Written by  
Gemma Greenwood

Posted On:  
13th September, 2016 01:04 pm

Posted In:  
Interviews, Face-To-Face



## What makes On the Go Tours different to other adventure specialists?

We started from humble beginnings as a small family owned company selling trips to North Africa, with a purposeful local ethos. Over the years we have dramatically expanded and we are incredibly proud to now offer locally led group tours and tailor-made holidays to over 480 destinations, in 54 countries.

I personally know almost all our guides globally and we are selective about who we work with in the trade to ensure we get a great blend of ages and cultures on our trips. We work very closely with our ground operations and I review and action every piece of feedback – good and bad – to make sure we are continually improving the customer experience. We also strive to ensure that over 70% of our customers' holiday funds remain in the local economies.



Carl Cross.

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**Joint Venture Partners Wanted for Travel Daily UK**

## What role does the travel trade play in generating sales for you and how important are agents as a distribution channel?

Agents are our most important distribution channel and always will be. We do sell direct to the customer but we prefer to sell through agents who know our product and know the customers that will love travelling with us. We work closely with Flight Centre, Hays Travel, AITO Agents, Travel Counsellors, Global and Travel Managers. We have also just signed new agreements with Barrhead Travel and The Advantage Travel Partnership.

We are continuing to secure additional agent business via our Agents Rewards programme and our attractive front and back end commissions.





A selection of some of the top tweets are pictured below:



**Andy Freeth**  
@AndyFreethT2



Following

I'm sure [@AdvantageHQ](#) and [@jlo\\_said](#) will be thrilled to see Ocky White using all the marketing and Window POS!



**AWTE** @AWTEuk · Aug 4

Great news to see more women in senior & board positions as [@AdvantageHQ](#) promote [@Pmlacey](#) to Commercial Director [@jlo\\_said](#) fabulous move



5



6



**Julia Lo Bue-Said**

@jlo\_said



Following

[@AWTEuk](#) [@AdvantageHQ](#) [@Pmlacey](#) thank you & excited to have Paula on board in this group role.



**AWTE**  
@AWTEuk



Following

[#AWTEChairsAwards](#) celebrating previous winners. 2013 Company Award  
[@AdvantageHQ](#) for championing women within their business



**BhavP**  
@BhavneetaP



Following

Great to host @BroadsTravel on board  
Celebrity Silhouette! #Advcruiseconf16  
@clairebrig @AdvantageHQ

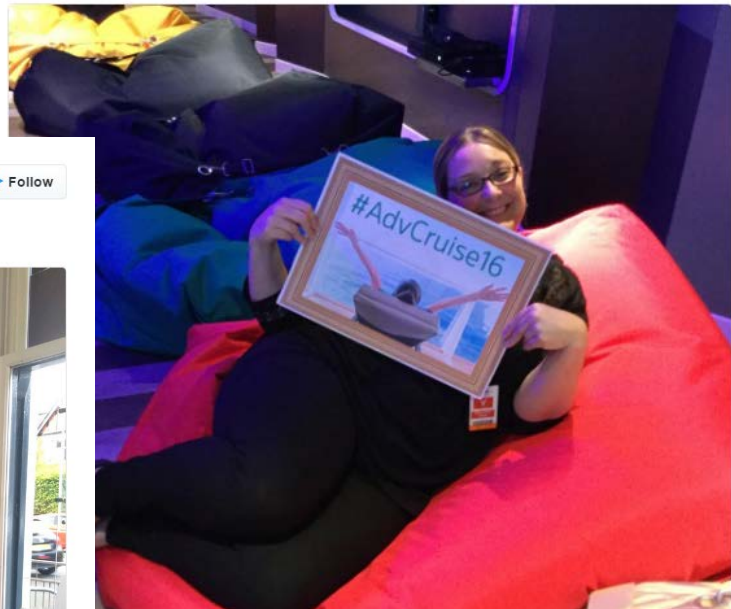


**Claire Brighton**  
@clairebrig



Following

#advcruise16 here's one of mine from  
#Koningsdam- get your photo uploaded  
@AdvantageHQ members



**karen allen**  
@karenaallen66



Follow

@AdvantageHQ #advcruise16





**James Marchant**  
@JamesAMarchant



Follow

This is how insights turn in to action. Great idea  
[@AdvantageHQ](#)



**Advantage Travel** [@AdvantageHQ](#)

Register now for The Advantage Business Travel Symposium. You won't want to miss out! [ow.ly/5u8g303boad](#)



7 8



**Claire Brighton** [@clairebrig](#) · Sep 1  
[@Hollierae\\_tw](#) [@LeeAATP](#) [@AdvantageHQ](#) loving the windmill action Beans!



**Hollie-Rae Merrick** [@Hollierae\\_tw](#) · Sep 1  
[@clairebrig](#) [@LeeAATP](#) [@AdvantageHQ](#) thanks bear. Here's another!



1 2



**Julia Lo Bue-Said** [@jlo\\_said](#) · Sep 1  
[@Hollierae\\_tw](#) [@clairebrig](#) [@LeeAATP](#) [@AdvantageHQ](#) bouquet?

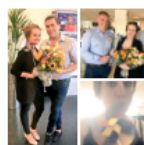


**Lee Ainsworth**  
[@LeeAATP](#)



**Following**

Thanks [@Hollierae\\_tw](#) been a great day at  
[@AdvantageHQ](#) hope you + [@travelweekly](#)  
team enjoyed the Windmill Challenge!



**Hollie-Rae Merrick** [@Hollierae\\_tw](#)

Super lovely to see [@LeeAATP](#) from [@AdvantageHQ](#) - massive congrats on Advantage Holidays!





**Katherine Lawrey**  
@Katherine\_TTG



Following

A surprise visit from the lovely Colin O'Neill in celebration of [@AdvantageHQ](#) new tour operation Advantage Holidays



RETWEETS LIKES



**Pippa Jacks**  
@philippajacks



Following

.@Katherine\_TTG @AdvantageHQ  
@DanielPearce @Andrew\_TTG  
@TTGTravelQueen @Tom\_TTG @JMorrisTTG  
Sunshine in a vase!





**Lee Ainsworth**

@LeeAATP



Following

Another Majorca booking just gone through with [#ADVHols](#) - must be the in-place for bookings this week [@AdvantageHQ](#)



**Claire Brighton** @clairebrig · Sep 5

More bookings on #advhols today - hooray! Everyone's celebrating with party hats! [@AdvantageHQ](#)



1 5



**TTI Europe**  
@TTI\_org



Following

Looking forward to [@jlo\\_said](#) of [@AdvantageHQ](#) presenting at Digital Travel - State of Play conference on 20 Sep, [bit.ly/2bPlzMC](https://bit.ly/2bPlzMC)





**Giles Hawke**

@gileshawke



Following

@Pmlacey congrats from @CosmosTradeUK & @AvalonTradeUK on the new @AdvantageHQ role Paula - well done & looking forward 2 working with you



**Olga Kelly**

@olgajkelly



Follow

The #deskdrop inviting @AdvantageHQ to take part in the new #L&D Programme. Such fun being able to treat the team! X



**Sam Gillespie**

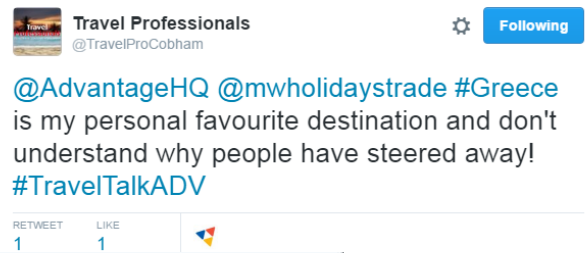
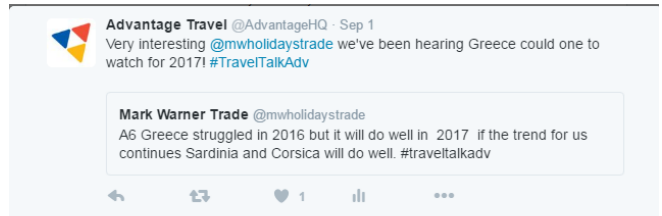
@SamGillespieUA



Follow

@AdvantageHQ has to be #TeamUSA and #TeamGB





@AdvantageHQ it's never too early to talk about #Xmas





**Advantage Travel** @AdvantageHQ · Sep 1  
Q6. What destinations are already looking popular for summer 17?  
#TravelTalkADV



**Flexible Autos**  
@FlexibleAutos



Following

@AdvantageHQ USA florida & California great fly drive locations. Australia, New Zealand, South Africa strong booking patterns  
#TravelTalkADV



**Advantage Travel** @AdvantageHQ · Sep 1  
Q7. Finally, top tip for selling travel for next year? #TravelTalkADV



**Classic Collection**  
@ClassicHols



Following

.@AdvantageHQ A7 - Stress the importance of booking early, especially for peak periods like school holidays #TravelTalkADV



**Travel Professionals**  
@TravelProCobham



Following

Are you thinking about #summer 2017 yet?



**Advantage Travel** @AdvantageHQ  
Booking early gives your customers more flexibility for payments & deposit schemes! Planning ahead is always better



**Planet Pursuits**  
@PPursuits



Follow

Great day of learning at the @AdvantageHQ in London for the Account Management training course! #Events #travel #AccountManagement





Follow

Delighted to secure preferred status with  
[@AdvantageHQ](#) - looking forward to a great  
partnership! [@travelweekly](#)



**Family Holiday Assoc**  
@famholidayassoc



Following

These cakes look delicious! A big thank you to  
all at [@AdvantageHQ](#) for their hard work



**Advantage Travel** [@AdvantageHQ](#)

The Advantage Bake Off final was today. [@jlo\\_said](#) judged  
Aimee's cake the winner raising money for [@famholidayassoc](#)



# facebook



## The Advantage Travel Partnership

Published by Hootsuite [?] · Yesterday at 12:15 ·

Everyone please get Involved! We want to introduce to you our charitable campaign this September...

If you can help us reach 500 members in our leisure group on Facebook, we'll give ABTALifeLine £1 for every new member! Just search 'Advantage Leisure Members Group' and hit join!

ABTA LifeLine is your charity, here to support all in travel when you and your family need it most. Find out more here about ABTA Lifeline here: <https://www.youtube.com/watch?v=xPWxPu4-Q7Q&feature=youtu.be>



### ABTA LifeLine 2012

No one knows quite what is around the next corner. But one thing is for certain, ABTA LifeLine is there to help people in the travel industry. This...

YOUTUBE.COM



## The Advantage Travel Partnership shared their video.

Published by Hootsuite [?] · 6 September at 13:02 ·

Competition Time! You can win a £200 hamper and £75 worth of Love2Shop vouchers in our "Windmill Challenge". You will have received your Advantage Holidays windmills in the post by now and we're challenging you to use them in a fun and interesting way. All you need to do is share photos or videos of the windmills with us.

You have free reign to do whatever you want with them so don't be afraid to get inventive with it. You may think that the video below was filmed in the Cari... [See more](#)





**The Advantage Travel Partnership**

Published by John Birch Atp [?] · 30 August at 17:17 · 🌐

We're almost ready to launch Advantage Holidays. More information tomorrow.



**The Advantage Travel Partnership**

Published by Hootsuite [?] · 2 September at 17:30 · 🌐

Does anyone else have that Friday feeling? We certainly do!

Don't forget to get baking this weekend to join in on our office bake off on Monday to raise money for the Family Holiday Association!

We look forward to seeing your baking creations. Remember the best holiday-themed cake, chosen by us, will win a Thorntons hamper for your branch!



**The Advantage Travel Partnership added 8 new photos.**

Published by John Birch Atp [?] · 5 September at 13:00 · 🌐

Today was the grand final of the Great Advantage Bake Off. Turns out we have some fantastically talented part time bakers among our team. Julia Said had the final say and it was Aimee's shark infested cake that was crowned the winner.

Congratulations to Aimee and thank you to all the staff that helped us to raise money for the Family Holiday Association. We hope you'll get involved and share your cakes with us too.



## The Great Advantage Bake Off | 05.09.16



I be baking  
'day themed' cakes  
we want you to  
us.

antage members –  
nvolved and the  
ch with the winning  
will win a  
ntons hamper!







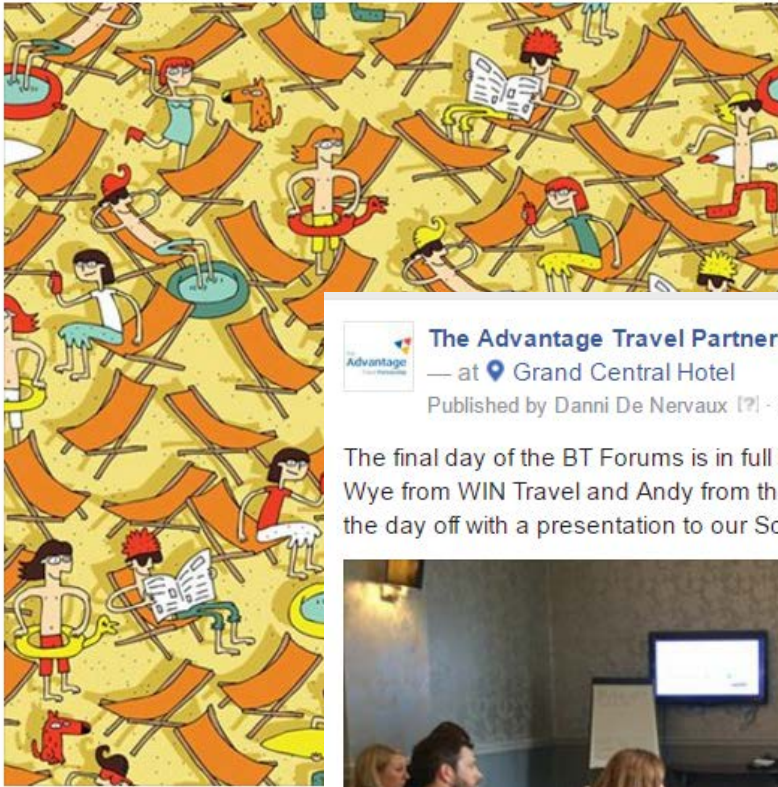
**The Advantage Travel Partnership**

Published by Hootsuite [?] · 19 hrs ·

Get in there first!

With so many reports in 2015 of the Western Med filling up so early, what a great selling point to encourage your customers to book early! The earlier they book, the earlier they can book that sunbed...

Visit <http://ow.ly/kq29303BR8e> to see the exclusive offers from operators for you to promote!



**The Advantage Travel Partnership** added 2 new photos

— at **Grand Central Hotel**

Published by Danni De Nervaux [?] · 28 July · Glasgow ·

The final day of the BT Forums is in full swing in Glasgow this morning. Kate Wye from WIN Travel and Andy from the Business Travel team have kicked the day off with a presentation to our Scottish members.





**The Advantage Travel Partnership**

Published by Hootsuite [?] · 24 August at 09:00 · 🌐

**\*Win a GoPro!**

We're running a competition for Cruise Conference 2016 and want to involve you!  
All we ask is you take a cruise-themed photo – and include a cruise picture insert provided in Insight with the #AdvCruise16 on it. Then post on Facebook and make sure you use #AdvCruise16 when you do!...  
See more



**The Advantage Travel Partnership**

Published by Hootsuite [?] · 15 August at 10:01 · 🌐

For the first time ever, Advantage is holding a standalone event celebrating members and their successes, The Big Celebration Lunch! We want to celebrate you! Register your interest in attending now, by following this link.  
<http://ow.ly/uZSM303bjy8>







**The Advantage Travel Partnership** added 5 new photos.

Published by John Birch Atp [?] · 31 August at 18:01 · 🌐

Today, our Corporate Director - Ken McLeod steps down from his full time role at Advantage and will now take up the position of Director of Industry Affairs for the company on a part time basis.

It is rare that you get to work with someone with his level of dedication, experience and passion for his work, the business and the industry as a whole.

A huge thank you to Ken for everything that he has done for Advantage over the years and we look forward to him continuing to provide our organisation with his expertise in the future.



Write a comment...



**Mila Middleton** Enjoy a well earned semi retirement. You did a great job at Advantage and I am glad you will continue to make a contribution to that wonderful organisation. Best wishes Ken.

Like · Reply · Message · 1 September at 08:49



**John McEwan** Well said Julia!

Ken McLeod has been instrumental to the success of Advantage over the past 12 years. It was a great pleasure to be a colleague of Ken's as Advantage began the transformation to become the indisputable market leader in the independent travel sector in both leisure and corporate travel. I'm sure Ken will continue to provide Advantage and others with his wisdom, experience and expertise.

Like · Reply · Message · 6 · 31 August at 19:51 · Edited



**Ian Donald Scott** Kenny who thought we would get to this stage when we teamed up through work and 5 a sides in the 70's and 80's, looking forward to catching up at Hawkestone Park next week buddy. You are a LEGEND or is that leg end 🤝👍

Like · Reply · Message · 1 September at 17:26



**Denise Hodgson** Semi retirement **Ken McLeod** sounds like a great idea ! You've done a great job at Advantage and I'm sure you will continue to do so in a new role x

Like · Reply · Message · 1 September at 07:42



**Christopher Burwell** All the best Ken, I hope you enjoy your new role and hopefully you'll get more "you" time. One of the greats of the Travel Industry

Like · Reply · Message · 1 September at 09:27



**Tim Brookes-Parry** Corporate genius, nice guy, unfortunate 'Liverpool supporter'!!! Good luck with all you pursue Ken...

Like · Reply · Message · 3 · 31 August at 21:20



**Joanne Langton Dooley** Best of Luck Ken , and how lucky are we to have you as the future SPAA president X

Like · Reply · Message · 1 September at 18:22



**Victoria McGrory** Best wishes Ken. Seems like only yesterday all left AT Mays/Airsavers. Good luck. Vx

Like · Reply · Message · 1 September at 12:22



**Ken McLeod** Thank you all very much for your comments. Very much appreciated as you would understand. Will be in touch with each of you to catch up soon. 😊

Like · Reply · Message · 1 September at 17:52




**Sarah Wilson** Best wishes Ken, glad Advantage isn't losing you totally just yet.

**The Advantage Travel Partnership**  
Published by Danni De Nervaux [?] · 16 August at 15:32 · 🌐

Following another amazing performance from Usain Bolt in Rio, we thought we'd look back to when he made history in Beijing in 2008. Did you see it? The Jamaican sprinter broke the world and Olympic records in both the 100-meter and 200-meter events.

What's your favourite memory from the games?



100M MEN  
FINAL

988 people reached

1.1k Views

Like Comment Share

Shawn Samuels, Bianlyn Celeste and 7 others

Write a comment...

Brian Challis Opening Ceremony - trying to spot my daughter at spectators 🤔

**The Advantage Travel Partnership**  
Published by John Birch At [?] · 3 September at 08:00 · 🌐

Congratulations to Grant from Ramsay World Travel, Dunfermline who scored an excellent 92% in Travel Trade Gazette's Mystery Shopper.

Click here for full details: <https://www.ttgmedia.com/.../mystery-shoppers-seller-of-the-w...>

**The Advantage Travel Partnership**  
Published by John Birch At [?] · 4 August · 🌐

We are delighted to announce that Advantage Holidays is a finalist in the Best Trade Supplier category of the Travolution Awards 2016!!!

<http://www.travolution.com/.../travolution-awards-finalists-r...>



Mystery Shopper's seller of the week: Grant Drennan, Ramsay World Travel

Our undercover shopper browsed in Dunfermline for a beach holiday for Mexico

WIA.COM



**The Advantage Travel Partnership** Today was the final of the Great Advantage Bake Off helping to raise money for the Family Holiday Association. We had some great entries from the Advantage team and Julia judged Aimee's shark infested cake the winner!



**The Advantage Travel Partnership** Chimu Adventures goes into partnership with Advantage.  
[https://lnkd.in/e9\\_3kiV](https://lnkd.in/e9_3kiV)



#### Chimu Adventures partners with Advantage

advantagemembers.com · The Latin America and Antarctica Specialists has entered into an agreement with The Advantage Travel Partnership.

Organic

Targeted to: All Followers

**762** impressions   **9** clicks   **2** interactions   **1.44%** engagement

Sponsor update

Like (2) · Comment · Pin to top · 29 days ago

Glenn Watson and Anna Hall

Add a comment...

**The Advantage Travel Partnership** "Most TMCs in the SME market simply cannot afford the kind of investments made by the big players." Read Ken McLeod's latest commentary here:  
<https://lnkd.in/eeiuDYJ>



#### Ken's Commentary – part two: The GBTA Convention

advantagemembers.com · Ken McLeod, Corporate Director of Advantage shares part two of his review on The GBTA Convention in Denver, Colorado.

Organic

Targeted to: All Followers



**The Advantage Travel Partnership** The team enjoyed a well deserved drink on the last day of the BT forums in Glasgow yesterday. A big thank you to all of our members who came along and also to Julie Jones from ABTA and Nicola Lomas from International SOS who joined us for the week.



Like (15) · Comment · Pin to top · 1 month ago

👍 Katalin Majoros, Mark Lawther +13

Add a comment...

**The Advantage Travel Partnership** It's day two of our Business Travel Forums. Today we're in Manchester at The Palace Hotel. After a success looking forward to a day of engaging with members, we are looking forward to round two!





**The Advantage Travel Partnership** For the first time ever, Advantage is holding a standalone event celebrating members and their successes, The Big Celebration Lunch! We want to celebrate you! Register your interest in attending now, by following this link. <http://ow.ly/uZSM303bjy8>



**The Advantage Travel Partnership** Advantage launches its personal touch campaign this week. Find out more here: <https://lnkd.in/deebiiW>



#### Providing the personal touch

[advantagemembers.com](http://advantagemembers.com) • The Advantage Travel Partnership launches its book early, member to consumer campaign this week, promoting customer service through a personalised approach.

The Advantage Travel Partnership shared:

Following • 1h

If you haven't signed up yet, make sure you do to join us on 19 September 2016 at the Grange Hotel, St Pauls in London. It's shaping up to be a fantastic event!  
#AdvBTSymposium



**The Advantage Travel Partnership** Introducing the corporate buyers...The Advantage BT Symposium on 19 September will welcome back Nikki Rogan, Global Travel Manager, Symantec Corporation and Jenni Joynt, Travel Business Partner, to provide reflections and practical insights during the workshops. Hilti. #AdvBTSymposium Find out more here:

<http://ow.ly/by8E303sRUR>



**The Advantage Travel Partnership** Great to see Julia Lo Bue-Said quoted in the Sunday Times yesterday, talking about the rush to book holidays for 2017. This coincides well with the 'Book Early' campaign we are currently running with our members, encouraging consumers to think about booking ahead, and to remind them of the many benefits of booking early!

<http://ow.ly/oSfi303TPom>



**The BIG Holiday question. To book early, or to wait?**

**ow.ly** • The Advantage Travel Partnership has launched its 'Book early' campaign promoting holidays for 2017, engaging its members, their consumers and key business partners.

For all Marketing and PR enquiries please contact:

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T: 020 7324 3942

**Danielle de Nervaux**

Marketing Campaign and PR Manager

E: [DanielleDN@advantagetravelpartnership.com](mailto:DanielleDN@advantagetravelpartnership.com)

T: 020 7324 3988