

## **Advantage Travel Partnership White Paper Published**

### **‘Creating the Vision’**

#### ***A Perspective on the Future of the Small-to-Medium TMC***

Advantage Travel Partnership (Advantage) has published a White Paper titled ‘Creating the Vision – A Perspective on the Future of the Small-to-Medium TMC’. The paper summarises the findings from the business travel sessions held at the annual Advantage conference in April 2016, with additional output from a follow up Business Travel Symposium event held later in the year.

During 2016, the Advantage team set about creating a vision for their business travel members. The goal was to draft a template for the future shape of the SME TMC, with a clear guide to the value their buyer and supplier clients place on six key service areas. The template was created through scoring developed from tailored research conducted by the Institute of Travel Management (ITM) across their buyer members and from conference delegate input.

The six key areas of value which were scored are:-

- Content and distribution
- Policy and compliance
- Risk and security
- Data and analytics
- Payment and reconciliation
- Consulting and added value

Released as a PDF, the Advantage White Paper includes video content to support each of the six key areas of value and Advantage members can also download the full results of the ITM buyer research, which were presented by ITM CEO Simone Buckley at the conference session in April and also contributed to the TMC value

scores.

Advantage's head of business travel Sonia Michaels said: "So often we attend inspirational events and conferences but come back to the office and continue with business as usual. We felt it was really important to provide a clear continuation to the conference discussions and therefore created the Advantage Business Travel Symposium as a one-day event to concentrate on the areas of greatest TMC value, as established during our main conference business travel sessions. Producing the Paper was part of this process, pulling together the outcomes from both events for the leadership teams of our members to consider in their own business environments."

The White Paper was produced by Advantage in partnership with business travel expert consultancy Festive Road, who also supported the 2016 conference approach. Paul Tilstone, managing partner said: "The White Paper summarises the key learnings from the 2016 Advantage conferences and, essentially provides some perspective for small-to-medium TMC development in the future."

Advantage plans to repeat the business travel symposium event in October this year, to again provide continuation to the business travel content they will be delivering at The Advantage Conference, being held in France, 12 – 15 May 2017.

Advantage managing director Julia Lo Bue-Said said of the initiative: 'The Paper is a snapshot built by consensus over a research exercise, two-day event and follow-up symposium, of where the value of the TMC should be. This exercise shows we are thinking long-term for our members and we think that the recommendations contained within the Paper ensure they are ahead of the pack.'

Advantage Travel Partnership ([www.advantagemembers.com](http://www.advantagemembers.com))



For further information about Advantage Travel Partnership please contact:

Lauren Williams ([lauren.williams@brightergroup.com](mailto:lauren.williams@brightergroup.com))

or Sarah Long ([sarah.long@brightergroup.com](mailto:sarah.long@brightergroup.com))

or Jane Richards ([jane.richards@brightergroup.com](mailto:jane.richards@brightergroup.com))

Tel: +44 (0) 207 326 9880

**Note to editors:** *Advantage Travel Partnership is the UK's largest independent travel agent partnership. As the UK's largest independent travel agent partnership, the leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £3.5bn of travel sales each year, making our members experts in every aspect of the travel industry.*

*The Advantage Travel Partnership members include over 200 independent business travel locations across the UK and these members make up the Advantage Focus Partnership. Advantage Business Travel is able to secure excellent deals with a range of business travel suppliers including flights, hotels, car rental, rail and ancillary services.*

*Internationally, Advantage Travel Partnership is well connected and the majority shareholder of WIN, Worldwide Independent Travel Network, an alliance of likeminded travel agency groups with over 6,000 locations in more than 70 countries around the world.*

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