

23 August 2016

## NEWS RELEASE

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

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



The 'Book early' campaign will encourage consumers to think about booking ahead, and to remind them of the many benefits of booking early.

Key business partners are involved in the campaign and will be providing exclusive messages and benefits to Advantage members. The creative theme, messaging and offers will be communicated to members through multiple channels until 19<sup>th</sup> September 2016.

A dedicated landing page promoting the campaign and offers is live on the member's intranet, as well as a homepage banner and members will receive a dedicated email to fully equip them in promoting the offers across all of their own channels.

A social media campaign will kick off on the Advantage social channels, focusing on the misconceptions about booking early and continuing to promote the message to

members to encourage their customers to book ahead for summer 17. A hosted Twitter chat with key operators will run on 01 September, using the platform to engage with members by discussing the benefits and reasons members should be advising their customers to book early for summer 17 now.

John Sullivan, head of commercial said "Supporting our members with key campaigns is essential. 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."

ENDS

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