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NEWS RELEASE

WHAT'S ON YOUR BUCKET LIST?



The Advantage Travel Partnership has launched its mid-season campaign this week promoting Bucket List inspiration through a joined up B2B and B2C approach.

This 'Bucket List inspiration' campaign will encourage members to think about ways to inspire their customers, as well as inspiring consumers to tick off their bucket list destinations.

This week the door drop booklet, personalised at member branch level, will be distributed to 500k+ households throughout the UK including Northern Ireland. The direct mail campaign, again personalised at member branch level, designed to encourage customers to book again was mailed to 40k+ households last week, including a follow up email directing the recipient to their travel agent's website.

For members involved in the campaign with an Advantage white label website, all the offers featured in the direct mail and door drop booklets will be available to view online by their customers providing members with a truly joined-up approach in marketing to their customers at this crucial time of year for bookings.

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

The Advantage Bucket List competition has been launched for members, business partners and industry peers. To enter, participants simply have to post an image of the bucket list place they are hoping to tick off their bucket list this year. Once entered they will be in with a chance of winning £100 Love2shop vouchers.

The competition is in full swing on social media and members have been provided with tips sheets and guidelines to hold a similar kind of competition with their customers.

Carolyn Hardy, Marketing Manager said “Supporting our members in marketing to their own customers is a key USP we provide to our members. 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.”

“The multi-channel campaign brings together the direct marketing programme, the white label website platforms and our social media channels, ensuring we offer a joined up approach and consistent messaging to members and their customers.”

ENDS

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