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## **NEWS RELEASE**

### **ADVANTAGE ANNOUNCES NEW GROUP COMMERCIAL DIRECTOR**

The Advantage Travel Partnership has appointed Paula Lacey to join the team on 14 September.

The past three years has been an exciting time for Advantage, truly establishing itself as the strongest consortium in the UK travel market. The group has; implemented a new strategic plan, improved the overall efficiency of the business, grown its financial strength and invested heavily in a new technology platform, as well as introduced a much anticipated ATOL Solution, Advantage Holidays.

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 in an entrepreneurial manner, driving forward commercial opportunities in order to deliver overall investment back into membership.”

Paula Lacey said: "I am delighted to be joining Advantage at such an exciting time when it is pushing forward with new initiatives across the whole business. Advantage has done a great job in putting itself at the forefront of the independent sector, in both leisure and business travel, 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."

"I'm looking forward to working with the whole team and establishing productive relationships with members and partners, many of whom I've had the pleasure of working with in previous roles and new ones also."

Paula joins Advantage from easyHotels where she held the role of Global Franchise Director and prior to that, held senior roles with TUI Travel Specialist and Activity Division, including Aviation Director and MD of Distribution for the Sport Division, and previous to that senior roles in Thomas Cook Retail and TV Travel Shop.

Paula is an enthusiastic, versatile, tenacious and highly motivated individual, experienced in SME and multi-national corporate environments across a broad range of roles and disciplines.

The appointment follows the news in the spring of the intended departure of Corporate Director, Ken McLeod. Ken has served the organisation for the past twelve years and will step down from his role at the end of August. The company will continue to benefit from Ken's wisdom and expertise on a consultancy basis from the autumn.

Ends

For more information contact Colin O'Neill at Advantage Travel Partnership on 020 7324 3942 or 3934.