

18 April 2016

## **NEWS RELEASE**

### **ADVANTAGE LAUNCHES ITS OWN FULLY BONDED SOLUTION**

- **The Advantage Travel Partnership launched Advantage Holidays at its annual conference**
- **Managing Director, Julia Lo Bue-Said announced the news at the Advantage conference, held 16-20 April, aboard MSC Fantasia**
- **The Advantage Travel Partnership is the UK's largest independent travel agent group**

Managing Director, Julia Lo Bue-Said, presented Advantage Holidays to a room of delegates including members, business partners and industry wide attendees.

Advantage Holidays is the new way for members to search, book and deliver fully bonded holidays to their customers. With its stylish look, and intuitive 'user-journey', Advantage is confident its members will love what Advantage Holidays will offer them.

The conference attendees watched a four-minute video presenting all the benefits of Advantage Holidays to them and their customers.

Advantage also announced Advantage Holidays sits within its new and improved Gateway platform.

Gateway2 demonstrates the consortium's ambition to provide the very best technology to its members. Gateway2 is more dependable than ever; users can still

book hotels (via bed-banks), flights and ancillaries in Gateway2, and its fresh new look provides a much better user experience for Advantage members.

**Managing Director, Julia Lo Bue-Said** said: “The development of Gateway 2 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 only just the start of our exciting and ambitious technology journey”

Advantage believes Gateway 2 and Advantage Holidays will create an opportunity to work differently, smarter and more efficiently with business partners.

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