

ADVANTAGE TRAVEL PARTNERSHIP JOINS WITH TRAVELOGIX TO CREATE A CUSTOM DATA COLLECTION PLATFORM

The new, exclusive platform will provide real time booking data to Advantage Focus members

January 2019, London – Advantage Travel Partnership, the UK's largest group of independent leisure and business travel agents, has signed an agreement with travel data systems specialists, Travelogix, to develop the world's first custom, travel, data collection platform for the group's Focus members.

Launching in April 2019, the platform will collect GDS data in real time, directly from the 60 Focus members. Known as 'Farecast', the service will provide users with up to date air booking trends, volumes and revenues to track and aid airfare negotiations with airlines.

The exclusive Farecast platform will allow the consortium to provide Focus partners with tangible data and insights, negotiate the best possible deals, and help Focus partners to source new corporate business.

Abby Penston, Head of Focus at Advantage Travel Partnership, said: "As we move into 2019 and look at data solutions and innovation to strengthen our Focus Partnership services, we couldn't be more delighted to partner with Travelogix. The Focus exclusive solution will provide both our central team and our Focus partners a platform to utilise and control their individual data, as well as demonstrating our collective strength as a Partnership when negotiating with suppliers, ensuring that our Focus Partners are always competitive."

Chris Lewis, Founder and CEO of Travelogix, commented: "We are thrilled to have partnered with Advantage Focus Partnership to conceptualise, design and build this brand new, innovative platform. Farecast will be a completely unique concept within the industry; it will put Focus and their members back in control of their airline data and provide an immediate timesaving incentive to the group.

"The increase in visibility and control of data will result in increased revenues, as well as the delivery of reliable data to assist airline negotiations. The detail and immediacy of the data will mean that users can take fast, appropriate action based on the metrics the platform delivers, ensuring that airline revenues and booking trends can be tracked and override targets measured and achieved."

Scott Pawley, Managing Director of Global Travel Management Ltd, said: "As a Focus partner we absolutely welcome any advancements that benefit us as a collective group. This particular solution allows us to best utilise our own data through negotiations with the airlines, we can then share our competitive fares with our corporate clients. It's a win-win as I see it for all parties in the supply chain."

The collection of data from Focus members began on 1st January 2019 with reporting capabilities being launched in April 2019. Focus members will have exclusive use of the platform for its first year. Override tracking intelligence and member contribution analysis will be delivered later in 2019.

Advantage Travel Partnership (www.advantagemembers.com)

Travelogix (www.travelogixltd.com)

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Note to editors: Advantage Travel Partnership is the UK's largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £4.5bn of travel sales each year, making members experts in every aspect of the travel industry. Founded in 1979, Advantage is celebrating its 40th anniversary in 2019.

The Focus Partnership consists of 60 Advantage Travel Partnership members, who receive additional collective purchasing benefits and commercial agreements with key suppliers. Partners benefit from improved margins and profitability with lower costs and expenditure, supporting efficiency savings.

Travelogix

Travelogix was established in 2011 and is fast becoming the trusted name when it comes to high-end data delivery and data management software, reporting tools and other innovative and smart solutions for travel management companies and their clients.

Travelogix' mission is to provide travel management companies with software that improves their business efficiency and performance and their ability to produce vital reporting which helps them maintain the finest standards of services for their clients.

Travelogix suite of products includes Analytix, DataValet, DataShare, DataPublisher, ConsoliData and SafeGuard.