

**MADEIRA WILL BE THE 2020 HOST OF ADVANTAGE TRAVEL PARTNERSHIP'S CONFERENCE****15 - 18 MAY 2020**

London, UK – May 2019: As conference came to a close, Advantage Travel Partnership's CEO Julia Lo Bue-Said announced that the consortia will be heading to the Portuguese Atlantic islands of Madeira in 2020, 15-18 May.

The conference will be held at Funchal's newest hotel, Savoy Palace Hotel, on Madeira Island. Due to open at the end of 2019, the Savoy Palace Hotel will be an exclusive 5-star deluxe property. Delegates will be able to stay either at Savoy Palace Hotel or in a number of hotels located nearby in the coastal city.

Roberto Santa Clara, Executive Director of Madeira Promotion Bureau commented; "We are very honoured to be the 2020 host of Advantage's conference. We hope to attract more visitors and strength the notoriety for the Destination. The UK market is very important for Madeira and the conference being held in the island will be a huge asset to the Tourism business.

Chief Executive Officer, Julia Lo Bue-Said said: "Madeira is a new destination for us to explore and the support we're receiving from the tourist board has been amazing. The climate allows us to consider outdoor activities as part of next year's conference, especially when the Atlantic archipelago boasts a UNESCO World Heritage Site, The Laurel Forest of Madeira, and five nature reserves."

"Connected to the UK by regular direct flights, Madeira's three to four-hour flight time makes it easily accessible for our members."

"Cadiz has been a fantastic location in which to celebrate our 40th year and we are looking forward to welcoming Advantage members in Madeira."

ENDS

For further media information please contact Lauren Williams or Catharine-Rose Pracownik on

bgdvanantage@finnpartners.com or +44 (0) 207 326 9880

Note to editors:

Advantage Travel Partnership

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.

About Madeira Promotion Bureau

The Madeira Promotion Bureau is a non-profitable association founded in August 2004 out of the need to create an entity which together with the Regional Tourism Board would work exclusively on the promotion of the Madeira. This association comprises a group of members and this synergy is increasingly relevant for the promotion of our destination, enabling a more assertive communication and creating relations of trust, which make it easier for both parties to develop activities.

By presenting Madeira islands as a destination for experiences all year round, this association seeks to simultaneously develop a set of measures that boost the diversification of the offer that the destination presents, as well as ease the access to those who are interested in visiting us.