

ADVANTAGE LAUNCH REGIONAL COMMUNITIES INITIATIVE ACROSS THE UK

The new scheme will connect and provide personalised regional support to Advantage members

London, UK –May 2019: Advantage Travel Partnership, the UK's largest consortia of travel agents announced at conference they are launching Regional Communities across the country to offer their members a personalised experience. Starting this autumn, members will be able to connect and interact more closely through a variety of new platforms and initiatives.

Members of Advantage will receive tailored, targeted communications and support through the new initiative to directly assist with members regional needs. The consortia will conduct monthly conference calls, hosted by the local BDM and relevant head office staff and suppliers, to specifically handle individual business area's requirements.

The new communication will also include webinar and in-person training, which will be based on local needs, as well as the launch of bespoke Facebook pages including Facebook Live transmissions. The Regional Communities programme will re-introduce cluster meetings and dinners, plus a new buddy system whereby a new Advantage member will be partnered with an existing member in their region to ensure they receive the 360-degree support offered by Advantage.

Advantage Travel Partnership's Commercial Director, Paula Lacey commented: "As a membership organisation we understand the need for members to feel they are part of something special and have the opportunity to create relationships with not only the centre but other businesses in their area to discuss local issues/challenges and share knowledge with people who may be experiencing the same challenges and by working closer in those communities we can get even closer to the members and a deeper understanding at Head office. This also gives members even more access to Head office staff and suppliers."

Further information about the Advantage Travel Partnership (www.advantagemembers.com).

ENDS



For further information about Advantage Travel Partnership please contact Catharine-Rose Pracownik or Lauren Williams (bgadvantage@finnpartners.com) +44 (0) 20 7 326 9880

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.