

Business Travel Show (BTS)

21 - 22 February 2018

London Olympia

Advantage Travel Partnerships Stand B261

ADVANTAGE TRAVEL PARTNERSHIP AT BTS 2018

Introducing the Advantage Village and launch of White Paper

ADVANTAGE Travel Partnership, the UK's largest independent travel agent group, will see its business travel division, led by Global Product Director Neil Armorgie, out in force at BTS 18. New this year there will be an Advantage Village, a one-stop-shop for corporate buyers, travel management companies (TMC) and Advantage business travel members. In addition, the show will serve as the launchpad for a new White Paper entitled "Man & Machine: Harnessing Technology to Empower Your People", summarising the findings from the business travel sessions held at the Advantage conference last year and the Advantage Business Travel Symposium event held in November.

Fifteen members of the business travel and conference and events teams will base themselves at the Advantage Village for the duration of the show; as well as Neil Armorgie, Group Commercial & Membership Director Paula Lacey; Managing Director, Julia Lo Bue-Said and Head of Business Travel Sonia Michaels will be in attendance. Five of Advantage's business travel members will also exhibit at the Village.

The company will be showcasing to corporate buyers the advantages of utilising the travel management services of an Advantage business travel member and also promoting the benefits of Advantage membership to non-member TMCs visiting or exhibiting at the show. Existing Advantage members have the opportunity to conduct their own meetings on the stand, an added benefit the consortium offers its network to take advantage of during the two days.

In addition to heading up Advantage's business travel division Neil Armorgie is also CEO of the WIN Global Travel Network. WIN provides the opportunity to share international business travel accounts and data consolidation across an extensive global network of travel management companies in 70

countries. Last year, it was announced that Advantage had increased its shareholding in WIN to 95% and BTS 18 will give the opportunity to promote the benefits of WIN, to both corporate buyers and TMCs.

Advantage and WIN will host a session on Wednesday 21st at 14h30 for a breakout business session entitled 'Choosing a travel management company and other partners.' WIN's newly appointed International Partnership Manager John Hobbs-Hurrell will present the session, with Neil Armorgie moderating and Advantage member Mick Gibbs of Norad Travel Group and Mike Davidson of international WIN USA partner Hess Corporate Travel contributing.

Advantage Global Product Director and WIN CEO Neil Armorgie said: "Advantage Business Travel will certainly have a strong presence at BTS, not only with our new Advantage Village but also through members exhibiting on their own stands.

"BTS is a fantastic platform for Advantage to raise our profile within the business travel community. Membership of Advantage gives independent TMCs a powerful and respected voice in the travel industry, recognised by suppliers and customers alike and we will be open to new member enquiries and discussion but recruitment will not be our sole focus. We will be engaging with buyers and extolling the virtues of our TMC members who are each independently owned but have strength through their collective membership of Advantage and can offer inspirational, personalised service and affordable travel products, with all the financial protection you would expect of an organisation of our size. Finally, at BTS we offer our members exhibiting in the Advantage Village meeting facilities, technology demos of our in-house tools for prospective clients and corporate support if required."

Advantage Travel Partnership (www.advantagemembers.com)

25 January 2018

ENDS

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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.*

The Advantage Travel Partnership members include over 200 independent business travel locations across the UK. Advantage Business Travel is able to secure excellent deals with a range of business travel suppliers including flights, hotels, car rental, rail and ancillary services. Additional benefits are available to the business travel members who choose to be members of the Advantage Focus Partnership.

Of the ten TMCs shortlisted in the 2018 Business Traveller Awards in the Best TMC (less than 50 million UK sales annually) and the Best TMC (£50 - £200 million sales annually) categories all bar one were Advantage members.

WIN is a select group of corporate travel specialists working together to provide a superior service to international clients. They provide local service excellence using global products and technology to build a truly Locally Global solution. There are around 6,000 travel agent members in over 70 countries worldwide.