



## **ADVANTAGE TRAVEL PARTNERSHIP APPOINTS FIRST-EVER HEAD OF INNOVATION**



**July 2018, London** – Advantage Travel Partnership is pleased to announce the appointment of Fraser Nicol to the newly created Head of Innovation role. Nicol will be responsible for bringing the best in market technology advancements to members of Advantage Travel Partnership and WIN.

Nicol has 25 years of experience working in the travel technology sector, from point of sale (online and call centre), administration, finance, reporting, quality control and TMC solutions. Previously employed at CT Travel Group, Dolphin Dynamics Ltd and WEXAS International, Nicol brings a wealth of knowledge to the role.

He will ensure Advantage's business travel members technological requirements are met through management and relationship development with a portfolio of technology solution providers, such as; GDS, NDC, Product Aggregators, Online Booking Tools, Back-Office, Profile management, Policy Compliance & Approval, Quality Control & Ticketing, Expense Management, Traveller Tracking & M.I.S etc. Nicol will also update members on the NDC landscape and the options available to navigate this disruptor.

Fraser Nicol, Head of Innovation, Advantage Travel Partnership, commented; “Whether you are in leisure or the business travel industry, technological advancements in processes, bookings, engagement with clients have radically altered the way in which we conduct business. Our members’ clients are tech savvy and through my new role we will be able to keep our partners ahead of the curve, giving them an edge on not only how to conduct business but also retain and pitch for new clients. It is an exciting technological era that we live in.”

Neil Armorgie, Global Product Director, Advantage Travel Partnership, added “We pride ourselves on being a centre of excellence for our members and I am excited to welcome Nicol to our team. With his strong business travel and technology background, Nicol is a welcome addition to the team. By adding to our technology portfolio, we will provide increased benefits to our members both here in the UK and internationally.”

-Ends-

For further media information please contact Lauren Williams or Jessica Connan on

[BGadvantage@finnpartners.com](mailto:BGadvantage@finnpartners.com) / +44 (0) 20 7326 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.