

**ADVANTAGE TRAVEL PARTNERSHIP
UNVEILS ADVANTAGE CRUISE FINDER**

- *Advantage Cruise Finder is a searchable resource of more than 650 cruise ships*
- *Powered and designed by technology specialist, Widgety*
- *Launch took place during Advantage Cruise Conference onboard Ventura*
- *Product is exclusive to Advantage members for an initial period*

London, UK – 27 October 2017: Advantage Travel Partnership has launched the Advantage Cruise Finder, to help agents compare more than 650 ocean and river cruise ships worldwide. Members can use the system to find out detailed ship information, itineraries and pricing and it is completely customisable by ship, port, destination or cruise line. The platform is designed and powered by travel technology specialist Widgety, who have agreed to offer it exclusively to Advantage members for a limited period.

The brand new bespoke system was unveiled at the Advantage Cruise Conference onboard Ventura today and will be available next week to agents. The system is provided free of charge to Advantage members if they access it via the Advantage members' intranet. Members who want to be able to share the system with their customers, by making it available on their agency website or Facebook page, will be charged a small monthly fee.

Advantage Cruise Finder automatically works on mobiles, tablets and desktops. Analytics can help highlight trends, based on searches and downloads.

Claire Brighton, senior commercial manager, Advantage Travel Partnership, says: "We are incredibly excited to provide our members with a searchable cruise list on Facebook for the first time, with easy links to their websites. Working closely with Widgety Advantage Cruise Finder has been designed for travel agents who do not have a large development budget, want to avoid hefty set-up fees and want a solution that can be built and installed within a few hours."

Damian Gevertz, Director, Widgety, adds: "Cruise Finder really is a one-stop solution for agents' cruise needs. It also has UK port information to assist with pre- and post-departure plans and we have a growing selection of detailed worldwide destination guides for 2018. It includes self-updating

information from cruise lines, tour operators and industry newsletters. It can also be fully customised for the agent, with the ability to display and manage brochures, resources, offers, window cards and more. Teams can manage the site at branch level and have access to analytics tracking the number of site visits and brochure downloads. Plus, we offer comprehensive technical support.”

Advantage Travel Partnership (www.advantagemembers.com).

ENDS

For further information about Advantage Travel Partnership please contact Lauren Williams (lauren.williams@brightergroup.com) or Katherine Lawrey (Katherine.lawrey@brightergroup.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 £3.6bn of travel sales each year, making members experts in every aspect of the travel industry.

Widgety launched in 2014, providing a platform for UK cruise lines to store and update their ship information online, with distribution to travel agent websites. Widgety now provides more than 200 travel agents, all the main travel consortia and key trade publishers with cruise line images, brochures, trade events and a cruise list with pricing from both direct feeds and third parties.

Call Damian Gevertz on 023 8042 8000 for more information.