

**ADVANTAGE TRAVEL PARTNERSHIP CRUISE CONFERENCE  
TO TAKE PLACE ONBOARD P&O CRUISES' VENTURA**

- *For the first time Advantage Travel Partnership will be setting sail for its cruise conference*
- *Mini cruise will take agents to Bruges, with option to explore the Belgian city*
- *Advantage Travel Partnership is the UK's largest independent travel agent group*

**London, UK – 28 July 2017:** The Advantage Travel Partnership's 2017 Cruise Conference will take place onboard P&O's Ventura for a two-night cruise, on October 27<sup>th</sup>-28<sup>th</sup>. This is the fifth time Advantage has hosted a dedicated cruise conference and the first time afloat on a cruise ship.

Over the last five years, Advantage has continually innovated the cruise conference format. Last year 100 delegates attended the event at the Grand Harbour Hotel in Southampton and this year, based on member feedback, the consortium has decided to take members to sea.

The mini cruise will depart from the Mayflower Terminal in Southampton on Friday October 27<sup>th</sup>. Conference sessions will start shortly after embarkation and there will be ample time for networking with cruise line partners. Delegates will have the opportunity to experience all the delights and features of Ventura and the conference will end on a high with a gala dinner.

Senior commercial manager Claire Brighton said: "Based on member feedback, I'm delighted to again offer a different cruise conference experience taking members onboard a popular ship. Cruise is so important to our members and we hope this conference will allow members that haven't previously experienced a cruise to help drive their new cruise business, along with inspiring our cruise champions."

P&O Ventura was launched in 2008, and refitted in 2013. It carries 3,078 passengers and has 12 restaurants, 16 bars, a theatre, spa and children's clubs. The ship's food and beverage offer benefits from the skill and expertise of award-winning chef Marco Pierre White and wine expert Olly Smith.

Further information about the Advantage conference can be found at

[www.advantagecruiseconference.co.uk](http://www.advantagecruiseconference.co.uk)

Advantage Travel Partnership ([www.advantagemembers.com](http://www.advantagemembers.com)).

**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 £3.6bn of travel sales each year, making members experts in every aspect of the travel industry.

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.