

'VIVOLUTION' ANNOUNCED AS ADVANTAGE'S THEME FOR 2019 CADIZ CONFERENCE

Advantage Travel Partnership to celebrate turning 40 throughout 2019



London, UK – 24 January 2019: Today, Advantage Travel Partnership, the UK's largest independent travel agent consortium, revealed 'Vivolution' as the theme for its 2019 Conference in Sancti Petri, Cadiz, Spain.

Vivo (Spanish for 'alive') and **evolution** combine to bring Vivolution; a theme that encapsulates the successes and challenges the travel industry experience daily.

In what is Advantage's 40th anniversary year, the three-day conference will reflect on the evolution of the travel industry over the last four decades, and how it's members and business partners can contribute in shaping the future of travel.

To be held in the Andalusian province of Sancti Petri, Cadiz between 17-20 May 2019, the annual Advantage Conference provides attendees from across travel with the chance to benefit from educational and networking sessions across the leisure and business travel industries.

High profile industry speakers will provide their insight and expertise to attendees in a programme of content designed to inspire and educate members across a range of topics. Taking on board delegate feedback from last year's conference and refined through member sounding boards, 2019's Advantage Conference will feature a revised programme of engaging, cross-sector sessions and formats, representing the key themes from Advantage's four decades.



Diputación
de Cádiz

PATRONATO
PROVINCIAL
DE TURISMO

The
Advantage
Travel Partnership



Conference delegates will also be able to join a number of participatory sessions, including speed dating-style networking, breakout sessions, and the return of the popular 'dine-arounds' on the Saturday evening'. Attendees are invited to join Advantage's 40th celebrations at a birthday drinks welcome party and a gala dinner, as well as having the chance to explore the Andalusian region on organised excursions.

Conference sessions will be held at the four-star Valentin Santi Petri Hotel and Convention Centre, the largest event space in the Cadiz region. Advantage Conference guests will stay in a number of four and five-star hotels located on Sancti Petri's beachfront.

For more information about the conference, please visit www.advantageconference.co.uk/cadiz-2019

ENDS

For further information about Advantage Travel Partnership please contact Phil Harper or Lauren Williams (advantage@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.