



Advantage Sets “The Travel Detective” on Conference

CBS Travel Journalist joins the line up at the Advantage Conference 2018, Miami



London, 08 March 2018 – Advantage Travel Partnership, the UK’s largest independent travel agent consortium, announces renowned CBS travel journalist Peter Greenberg as a speaker for the 2018 conference, being held in Miami, between 10 and 13 May 2018.

Peter will present a “good, bad & the ugly” front-line report on what is happening on the global stage of travel & tourism and then continue as a panel guest in the session entitled: "Big Change, Little Me". The session will focus on the constantly evolving political and economic story and the changing consumer need, and will feature Advantage’s own retail and consumer expert, Advantage Chairman, Steven Esom.

Completing the panel line up is Jo Kolatsis, partner, Head of Aviation and Travel at Hill Dickinson LLP. Jo is an award-winning aviation and travel legal professional and non-executive director, specialising in commercial, operational and regulatory legal matters.

A multiple Emmy Award-winning investigative reporter and producer, Peter Greenberg is America’s most recognised, honoured and respected front-line travel news journalist. Known in the industry as “The Travel Detective,” he is Travel Editor for CBS News, appearing on CBS This Morning, CBS Evening News and Sunday Morning, among other broadcast platforms.

“We are delighted that Peter Greenberg will be part of our consumer and economic trends panel. His knowledge and expertise from his experience on the front line of travel certifies his ability to report



on trends and analysis on what's happening in the industry from a global perspective." commented Julia Lo Bue-Said, Managing Director, Advantage Travel Partnership.

Greenberg is a sought-after expert speaker and moderator. He is a keynote speaker at annual summits for the World Travel and Tourism Council, the Global Business Travel Association and Virtuoso. He is also one of the chief moderators at the World Economic Forum and the Global Tourism Economic Forum.

The Advantage Conference 2018 will look at the most important parts of our businesses in detail – our people and our customers, under the theme, 'The Next Chapter... Miami Advice'. This session announcement follows the news released in January that American TV star Jerry Springer will speak at three-day event in May.

Leisure and Business Travel programmes will run alongside plenary sessions, keynote speakers, workshops and networking opportunities, all of which will adhere to the theme.

Advantage has worked closely with airlines and accommodation partners to offer members value for money with special negotiated rates. An Advantage Conference ticket will also include breakfast, conference lunches, social evening events with drinks, resort fees and taxes. More information available on www.advantageconference.co.uk.

Advantage Travel Partnership (www.advantagemembers.com).

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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.

