

**ADVANTAGE TRAVEL PARTNERSHIP
UNVEILS ADVANTAGE TOUR FINDER**

- *Advantage Tour Finder is a searchable resource of more than 10,000+ Tours*
- *Powered and designed by TourHound*
- *Launch took place during Advantage Conference in Miami*
- *Product is exclusive to Advantage members for an initial period*

London, UK – Friday 11th May 2018: Advantage Travel Partnership has launched the Advantage Tour Finder, to help agents compare more than 10,000+ tours worldwide. Members can use the system to find out detailed tour information, itineraries and pricing and it is completely customisable by tour type, duration, price, destination, operator and many other comparative elements. The platform is designed and powered by TourHound, who have agreed to offer it exclusively to Advantage members for a limited period.

The brand new bespoke system was unveiled at the Advantage Conference in Miami today and will be available to members shortly. The system is provided free of charge to Advantage members if they access it via the Advantage members' intranet. TourHound have also created a white label version for Members who have an appetite to drive more touring and adventure enquiries by making available the search, compare and select platform directly on their agency website or Facebook page for a small monthly fee.

Advantage Tour Finder automatically works on mobiles, tablets and desktops. Analytics are also available to help track trends, based on searches and responses.

John Sullivan, Head of Commercial, Advantage Travel Partnership, says: "We are incredibly excited to provide our members with a searchable function on Facebook for the first time, with easy links to their websites. Working closely with TourHound, Advantage Tour 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."

Joanne Smethurst, Commercial Director, TourHound adds: "Tour Finder really is a one-stop solution for all agents' touring needs. Our platform uses API feeds from all the major UK touring and

adventure operators ensuring the tours, prices and all information are the latest available. We also offer comprehensive technical support to all participating members.”

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

TourHound was launched in November 2017 and is a tour comparison platform that aggregates touring product using API feeds from all the UK’s leading tour specialist operators together with some smaller niche specialists. The website provides comparative tools to enable basic preferences like tour type, travel dates, price range, destination, etc. to be searched amongst all the participating operators for the best solution.