

ADVANTAGE TRAVEL PARTNERSHIP LAUNCHES FOUR CONTENT MARKETING INITIATIVES FOR TRAVEL AGENTS

New destination videos, a print and digital magazine, plus Facebook Live educational sessions

March 2019, London – Advantage Travel Partnership, the UK's largest consortia of travel agents, is focusing on content marketing to help travel agents inspire, educate and engage their customers, as well as further improve their own member communications.

Through the launch of four content marketing initiatives – Social media video, Navigate cruise digital bookazines, Silver Traveller magazine and access to destination videos with Meridian Partners – Advantage is expanding its portfolio of tools that members can utilise.

Social media video

Advantage broadcasted their first Facebook Live video in February 2019 in collaboration with Celebrity Cruises to discuss Celebrity Edge, with results showing an increase in average daily post views of around 300% and the video has received more than 1,400 views to date. Advantage will continue to roll out a varied video content plan in 2019, including using Facebook Live, to better engage with their members on a range of themes.

They have also been hosting a series of member cluster meetings to educate members on the virtues of content marketing, and specifically using video, giving practical advice and tips on how to get started.

Navigate Cruise

In March, Advantage also launched at their Cruise Conference a series of digital bookazines aimed to give greater insight on the cruise market. Titled *Navigate – a spotlight on cruising*, the consumer facing bookazines are produced in collaboration with Waterfront Publishing and provide information on all aspects of cruising. The ongoing series of bookazines will be made available for members to use in their own cruise marketing, giving them access to quality content to engage and inspire new and existing customers.

Silver Traveller Magazine

Also published in March 2019, the new *Silver Traveller* customer magazine offers Advantage members support, knowledge and expertise in the over 50s market. Created as part of Advantage's ongoing partnership with Silver Travel Advisor, the bespoke magazine brings together a wide range of editorial articles, handpicked for their interest and relevancy to older customers – helping to position Advantage at the forefront of the mature travel market. Both print and digital versions of the magazines have been distributed to members, along with a 'How To' guide with advice on the best ways to distribute the content.

High-quality Destination Videos

The exclusive partnership with Australian-based production company [Meridian Partners](#) will provide high-quality destination content to members for use in their marketing activity. The company, which also provides content that airs on the National Geographic Channel, will share video, images and written content to showcase locations around the globe for Advantage members' exclusive use in the UK market. The content will be available to view and download from the member's online marketing portal imminently.

David Forder, Head of Marketing for Advantage Travel Partnership, said: “We are delighted to unveil a wide variety of new marketing initiatives for our members, with a strong focus on digital and video. Content marketing is one of our key services for members and these new products and services will help our members to effectively showcase and discuss informatively the destinations and holidays they sell.”

“Video in particular is becoming an increasingly effective way of reaching audiences, online and through social, and we are demonstrating this knowledge and expertise by embracing video in our own member communications.”

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. Founded in 1979, Advantage is celebrating its 40th anniversary in 2019.