

## **Advantage Travel Partnership Invests in WIN to Become Majority Shareholder**

*Creating the UK's only consortium with an international network that enhances Advantage membership*

**London, March 2017** – Advantage Travel Partnership, the recognised brand name of Advantage Travel Centres, has increased its 25 per cent share of WIN (Worldwide Independent Travel Network) to become a majority shareholder, today representing 95 per cent of the company. WIN provides the opportunity to share international business travel accounts and data consolidation for an extensive global network of travel management companies across 70 countries. The investment in WIN positions Advantage Travel Partnership as the only consortium in the UK to boast a worldwide collective that ensures Advantage members gain greater access to an international network with multinational expertise.

Originally founded in 1985, WIN was formed as an international consortium model between Advantage Travel Partnership (UK), Travellers Choice (Australia), Sure Travel (South Africa) and Schmetterling (Germany) to share, collaborate and create a strong buying network. From today, Advantage will direct the WIN business model to ensure relevance for Advantage members with Schmetterling being retained as a minority shareholder to keep a foothold in mainland Europe through one of Germany's leading travel and technology businesses.

The investment in WIN ensures that members of Advantage Travel Partnership can develop closer relationships with 6,000 affiliated global offices, as well as growing direct hotel partnerships through the WIN corporate hotel programme, which currently features 28,000 properties worldwide. Through greater collaboration opportunities with WIN associates, Advantage members can support and grow their business and leisure agencies by building partnerships to gain access to products and services.

Julia Lo Bue-Said, managing director, Advantage Travel Partnership, comments: "Advantage is focused on investing in our membership offering and the investment in WIN supports this by providing fantastic growth opportunities for members of Advantage. Members will be given exclusive products

to create strong content and deals for clients, which will be strengthened further by building direct relationships with international hotel chains, through WIN.

“We are thoroughly impressed by the work WIN has undertaken, led by Neil Armorgie, CEO of WIN, and we are delighted that the team will continue to lead the organisation through the next phase of its story.”

Neil Armorgie, CEO, WIN, said: “The acquisition by Advantage Travel Partnership will enable a joined-up approach across international waters that provides Advantage members with a strong international offering from the current services offered. It will also provide business partners with the opportunity to stretch their reach through the WIN global partner network. This is an exciting opportunity for the whole WIN central office team, to continue to grow internationally, increase our product offering and work more closely with Advantage, to the benefit of all our members in the UK and worldwide.”

Advantage Travel Partnership ([www.advantagemembers.com](http://www.advantagemembers.com)) and WIN ([www.wintravel.org](http://www.wintravel.org)).

#### 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 £3.5bn 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. Advantage Travel Partnership in the UK is a founding member and shareholder of WIN.