

POLKA DOT TRAVEL SIGNS FIVE-YEAR DEAL WITH ADVANTAGE MANAGED SERVICES

Polka Dot Travel extends operations under Advantage Managed Services until August 2024

London, UK – August 2019: Advantage Managed Services (AMS), part of Advantage Travel Partnership, provides business support to members to enable and assist them with building a profitable leisure travel agency. The five-year extension of Polka Dot Travel partnership with AMS, which started in 2013 means Polka Dot Travel will continue to receive a range of business services from marketing to operational support to assist the company in its future growth plans.

Polka Dot Travel, owned by Mark and Helen Johnson and Philippa Wilcox, opened its first shop in Oswestry in 2013, followed by Wrexham in 2015. Today it boasts 19 shops with a 20th shop due to open later this year. With additional future retail locations identified, the growth of Polka Dot Travel makes it the North West region's fastest growing agency.

Paula Lacey, Advantage Travel Partnership's Group Commercial & Membership Director, commented: "We started Advantage Managed Services 10 years ago to help our members establish and grow their businesses by removing some of the pressures that come with running your own business. Polka Dot Travel is a growing example of how AMS can aid our members and in Mark, Helen and Philippa's case are now the North West's most successful travel agency."

"Polka Dot Travel is absolutely delighted to have signed a 5-year partnership extension with Advantage Managed Services (AMS). The team at Advantage have been thoroughly supportive and have been a huge help in our growth. The support and infrastructure that we have access to has allowed us to grow at a quick pace and keep the focus on building our business. With our strong relationship that we have with Advantage, we have no doubt that we will continue to grow as we look to build on our success;" said Mark Johnson, Owner, Polka Dot Travel.

Launched in 2009, AMS helps members to significantly reduce administration business costs, whilst providing strategic and tactical guidance to aid members in growing their businesses. Since its launch AMS has had 20% year on year growth each year.

Further information about the 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.