

ADVANTAGE HOLIDAYS LAUNCH NEW RE PACKAGED CRUISE AND AIR FARES

*Advantage Members will be able to tailor bookings for Mediterranean and Worldwide Ocean Cruises
and River Cruises*

London, UK – May 2019: Advantage Holidays, the in-house tour operator service from Advantage Travel Partnership, announced at conference they will launch *repackaged* fares with cruise and airline partners this autumn, for members to sell competitive fly-cruise and cruise & stay holidays.

The new cruise and air fares will be supported by technology which enables members to design, customise and purchase a Mediterranean or Worldwide ocean cruise with flights and accommodation. In 2020, Worldwide luxury and river cruise fares will become available as the second phase of the launch.

Advantage Travel Partnership's Group Commercial & Membership Director, Paula Lacey commented: "We are very excited to *expand our current offering to members, giving them the opportunity to sell repackaged cruises* to their customers at a competitive prices. The regional departures and flexible durations provide growth opportunities for our members by offering them an edge of competitiveness in this business environment."

Advantage Holidays allows members to book financially protected holidays under the central Advantage ATOL, which enables members to package flights, accommodation and ground arrangements across 43 short and mid-haul destinations. In addition to regional departures, flexible durations, 24/7 customer support and access to more than 200,000 hotels, members will benefit from repackaged cruise fares and negotiated air fares.

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.