

**BROADCASTER AND NEWS CORRESPONDENT, SARAH SMITH ANNOUNCED AS KEYNOTE SPEAKER  
AT THE ADVANTAGE CONFERENCE 2019**



**London, UK – 8 March 2019:** Advantage Travel Partnership, the UK's largest independent travel agent consortia, will welcome broadcaster and news correspondent, Sarah Smith as keynote speaker at this year's Advantage Conference. The conference will take place between 17-20 May 2019 in the sunny Andalusian province of Sancti Petri, Cadiz, and will reflect on the evolution of the travel industry over the last 40 years, in celebration of Advantage marking its own 40<sup>th</sup> anniversary.

Sarah Smith, the first dedicated Scottish Editor for the BBC since 2015, has covered stories including Scotland's independence referendum, Barack Obama's election as US President, the Madrid train bombings and the trial of Saddam Hussain.

Prior to joining the BBC full-time, Sarah was the presenter of the Scottish current affair programme, 'Scotland 2014' broadcast on BBC2. Sarah's career has also taken her to Channel 4 News where she was appointed business correspondent for three years, as well as covering a range of UK and international stories which placed her at the heart of the fast-paced news agenda.

Julia Lo Bue-Said, CEO at Advantage Travel Partnership said, "Sarah Smith will be one of the great female speakers in our programme line up for this year's conference. We are committed to increasing the number of women who speak across all Advantage events to echo the gender-balance in our industry, which we also reflected at our last Advantage Business Travel Symposium where more than half of our speakers were female.



“Sarah will provide a fascinating perspective on the impact of politics on the travel industry, as well as the challenges of working in a fast-moving industry. Sarah’s understanding of the political process also enables her to be in a position to influence and articulate the views of travellers all around the world, especially as we may be in a post-Brexit era by conference.”

The ‘Vivolution’ theme for the Advantage Conference 2019 will see attendees discuss, reflect and look forward to how members and business partners can contribute in shaping the future of travel. Encompassing educational and networking sessions across the leisure and business travel industries, plus expert speakers and presentations, the three-day conference will provide plenty of insight and inspiration to attending members.

Conference sessions will be held at the four-star Valentin Sancti Petri Hotel and Convention Centre, the largest event space in the Cadiz region. Advantage Conference guests will stay in a number of four and five-star hotels located on Sancti Petri’s beachfront.

For more information about the conference, please visit [www.advantageconference.co.uk/cadiz-2019](http://www.advantageconference.co.uk/cadiz-2019)

**ENDS**

For further information about Advantage Travel Partnership please contact Lauren Williams, Phil Harper or Jess Connan on [bgadvantage@finnpartners.com](mailto:bgadvantage@finnpartners.com) or +44 (0) 20 7 326 9880.

**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.