

ADVANTAGE TRAVEL PARTNERSHIP WELCOMES 20 NEW MEMBERS IN 2017

More members than ever engaged in skills development, training and product knowledge

London, 9th January 2018 – 2017 saw Advantage Travel Partnership (Advantage), the UK's largest independent travel agent consortium, welcome an additional 20 traditional and Advantage Managed Services (AMS) members with a combined turnover of £63.5 million. A total of 650 leisure and corporate travel agent outlets are now members of Advantage benefitting from varied support and assets.

The latest members to join Advantage in the final quarter of 2017 were Cruise 365, a first-time consortia member and Trust Travel who both joined under Advantages traditional membership model. The growth in Advantages traditional membership was led by business travel, which for the first time out-paced leisure member sign-ups.

AMS saw the addition of Arundel Travel, a new company set up by a former Jet2Holidays manager Helen Parry and Destination Lounge, an agency which was previously with the Freedom Travel Group.

Overall AMS experienced 20% year –on-year growth of members signing up for the scheme which included 7 new start-up businesses. AMS includes an entire suite of support services and benefits including ATOL, ABTA and IATA protection, assistance with front and back office systems and PDQ facilities; with supplier payments managed by Advantage.

David Moon, Head of Business Development for Advantage said: "We are very proud of the calibre of our membership and the new members who joined us last year bring exceptional levels of professional travel services, further enhancing our highly regarded organisation."

"The quality of membership applications has been outstanding this year and all new members will help to add value to the group. It's particularly pleasing to see the number of new start-ups who have joined under AMS. This reconfirms our belief that AMS offers a good entry point for agency ownership and that young entrepreneurs have a strong belief in

the travel agency sector, be it in business or leisure. All new AMS members have to pass our stringent application and assessment process, ensuring new AMS members continue to enhance the group.”

Excellent quality member engagement has been regularly achieved throughout 2017 with more members than ever before receiving skills development, training and product knowledge. This was achieved through:

- 10 new traditional members joined with a combined turnover of £51m
- 10 new AMS members joined (combined turnover £12.5m)

Advantage Travel Partnership (www.advantagemembers.com).

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 £4.5bn of travel sales each year, making members experts in every aspect of the travel industry.*

The Advantage Travel Partnership members include over 200 independent business travel locations across the UK. Advantage Business Travel is able to secure excellent deals with a range of business travel suppliers including flights, hotels, car rental, rail and ancillary services. Additional benefits are available to the business travel members who choose to be members of the Advantage Focus Partnership.