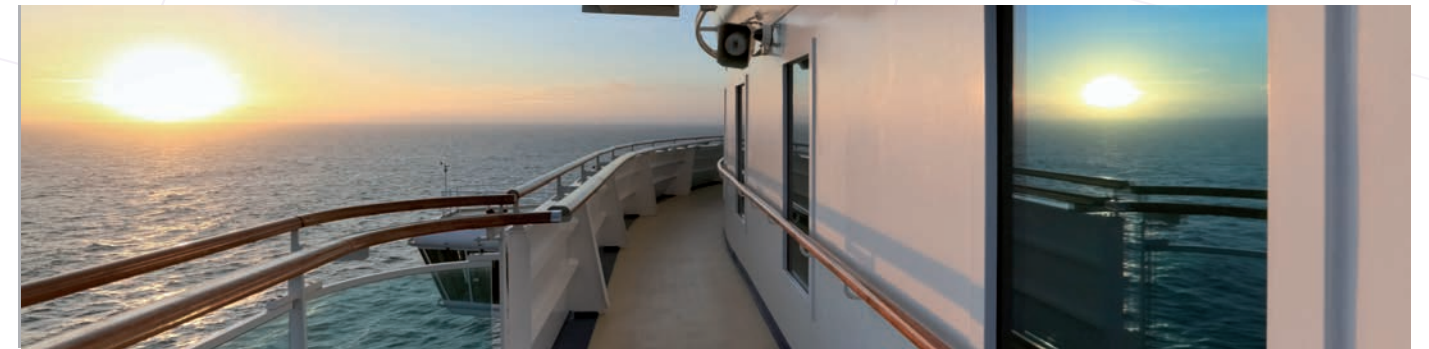
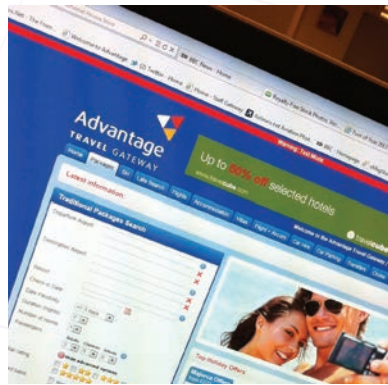




Engaging. Creating. Delivering. 

"Coming together is a beginning, staying together is progress, and working together is success"
Henry Ford



Partnership Services and Benefits: The Culture

As the UK's largest independent travel agent group, the leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £3 billion of travel sales each year, making us experts in every aspect of the travel industry.

We are the only organisation of our size that is solely owned by our member partners, which means that they are all actively engaged in the business with full control over their own destiny.

We are extremely proud of our travel agency partners and although their skills and travel knowledge are as different as the individuals themselves, they all share a passion for travel and a desire to tailor their travel services to the individual needs of their customers.

As a partnership, we work closely with our member partners to provide them with the tools to offer their customers the most inspirational, yet affordable, range of travel product – and all with the full financial protection you would expect of an organisation of our size.

We work shoulder-to-shoulder with our partners, sharing our collective knowledge to deliver exceptional travel services.

We believe that the creation of the partnership services package is simply the start of the process and that active engagement is the only way to ensure business growth and profitability.

In the same way as our members tailor their expertise to meet the individual needs of their customers, so we take the time to understand our members' business needs and prescribe sensible solutions to meet them.

As our member partners are experts in the leisure and corporate travel arenas, our central team based in London has an extensive skill base in both disciplines.

As an approach:

- We initially **Engage** with our member partners
- We identify their needs and devise **Creative** solutions
- We **Deliver** on what we promise – given actions always speak louder than words

Making an Informed Decision

It is important to make the most of any situation and we feel this is particularly true when it comes to the membership organisation you choose to be a part of.

At the Advantage Travel Partnership we think it is important to lay out our proposition in clear and simple terms – we can get into the detail as the relationship develops. Therefore this brochure concentrates on three essential areas:

- The culture, values and overall ethos of the organisation - we think it is very important that our partners share the same values and fully understand the level of support and engagement that we are seeking to achieve.

- The core products and services we offer our member partners – the centres of excellence are the 'What' elements of the partner package.
- The consultancy services proposition – we firmly believe that the creation of the product and service package is only the start of the relationship and our consultancy services package places the emphasis on 'How' we deliver value and benefit to our member partners.

At the Advantage Travel Partnership, we are proud of the organisation that we have evolved into over the last thirty-five years and hope that dealing with us will always be an easy, enjoyable and rewarding experience.

Our Values

Our overall ethos is as much about how you do things as what you do – our central values are what separate us from our competitors and are key to our success.

As a partnership we value:



Our Core Central Services: Centres of Excellence

The engine room of the business are the core central services we offer our partners, these services comprise:

Advantage Managed Services (AMS)

We recognise that the travel industry is constantly changing, often throwing more and more regulatory burden on the travel agent. The core basis of the AMS scheme is to significantly reduce business costs and to take away the tiresome administration of running an agency business, enabling you to concentrate on building the profitability of the business through targeting sales and marketing activity.

The core benefits of the scheme are:

- Access to an ATOL solution
- A scheme with components that are relevant to both leisure and corporate agents
- Front and back office systems
- PDQ facilities
- All supplier payments administered by Advantage
- Access to the entire suite of Advantage's services and benefits

Marketing Services

Advantage supports members with a wide range of marketing programmes which aim to help you keep your valuable customers, attract new business and build your brand.

We concentrate on three key areas: point of sale, direct marketing and online, all of which are proven to be the most cost effective and successful ways to reach your customer base. We also provide a valuable marketing support function to your business.

There is a good reason why we consider our marketing portfolio the best in the industry – because it is the best.



Advantage Travel Gateway

An easy-to-use system bringing together flights, accommodation, packages, car hire, transfers and airport parking from Advantage's preferred suppliers ensuring Advantage member partners receive content in one place.

Current product content available includes:

**Flight only**
scheduled, charter and selected low cost airlines

**Car Hire**

**Transfers**

**Airport Parking**

**Viewdata**

**Packages**
from all major viewdata suppliers

**Accommodation only**
a wide portfolio of bed bank products from all of the leading providers in the marketplace

Advantage ATOL Solution

Recognising that agents on occasions have the need to create tailored packages, Advantage offers a central ATOL solution which allows member partners to package selected products under unique product brands such as Cruise&More. We believe it is important for our member partners to stand out from their competitors and our exclusively packaged products allow them to do just that.



Advantage Corporate Services

With a group turnover in excess of £1.5 billion, Advantage Business Travel is able to secure excellent deals with a range of business travel suppliers including flights, hotels, IATA licensing, car rental, rail and ancillary services. We have over 200 independent business travel locations across the UK benefiting from our core products and services.

Internationally, we are also well connected and are a founding member of WIN, the Worldwide Independent Travel Network, a partnership of like-minded travel agency groups with over 6,000 locations in over 30 countries around the world.

If you are serious about developing your corporate business then we are the only realistic and sensible option for you.

Commercial Terms with Preferred Business Partners

A partnership with Advantage is an exceptional one. We've negotiated commercial terms that are the envy of the industry by developing close, long-term relationships with key business partners. This means the best deals for our members. Not only are we the top-performing consortium for more than 80% of our business partners, we have preferred commercial terms with over 150 leisure operators; operators who are leaders in the product sectors in which they trade.

Our comprehensive incentive programme offers tactical opportunities throughout the year. The scheme ensures all members have access to the very best incentives in the market to further enhance their earnings.



Our Approach: Consultancy Services

The success and prosperity of any business is wholly dependent upon three factors: legal compliance, business improvement and operational efficiency. At the Advantage Travel Partnership we focus our efforts into these three areas to have the maximum impact on our member partner businesses.

Utilising our central team skills as well as those of our external consultancy partners, we offer the following services:

Legal Compliance

A successful business is founded on a stable, secure and healthy base. Key elements within the clean trading package are:

Central Partnership Expertise – Advantage Financial Services

We know that sound financial protection is essential for travel agents but understanding the insurance and bonding market and what is right for your own business can be a bit daunting. Advantage Financial Services (AFS) can help you every step of the way through this whole process, providing a friendly specialist travel broking service for Advantage member partners.

AFS can provide bonding and a variety of innovative insurance products and are happy to discuss the right, cost effective solutions for you:

- Bonding
- Scheduled Airline Failure Insurance (SAFI)
- Supplier Failure Insurance (SFI)
- Travel Disruption Insurance (includes Force Majeure such as volcanic ash)
- Cruise Protection Cover
- Travel Agency Office and Liability Insurance

External Partnership Expertise

Building a strong external partnership network is the hallmark of any effective consultancy business and we are proud to recommend our legal compliance partners. It is important each member takes the time to assess our partner options to ensure they choose the right partner for their business. Advantage will be there to guide members through the options but ultimately you will have the final say on what partner, if any, to choose.



Business Improvement

A business never really stands still and in reality either goes one of two ways; in our view, there is no going back and our consultancy services package places a high emphasis on moving member businesses forward.

Our central consultancy team fully engages with member partners to assess your overall business and identify areas where improvements can be made, enabling you and Advantage to develop collective aims and objectives with a clear and deliberate vision for the future.

Our central expertise extends to:

- Full business review
- Business plan writing
- Business mentoring/coaching
- Marketing planning
- P&L/cash flow forecasting
- Exit/succession planning

Once the business plan is prepared, your dedicated business development consultant will manage the interface with the relevant central Advantage functions as well as our external consultancy partners.

Operational Efficiency

A fit, efficient and well-run business is a critical element in improving overall business performance - being fit for purpose allows you to serve a purpose.

Central Partnership Expertise – Finance

Our central financial team can assist you in both determining and managing the financial elements of your business to ensure it is operating at its optimum efficiency.

Our expertise extends to:

- Cash flow forecasting
- Profit and loss forecasting
- How to undertake general financial reconciliations

Central Partnership Expertise – Staff Training

We recognise that the majority of organisations largely concentrate on tasks and seldom spend time on the cultural elements of their business. However, in the service industry in which we operate, a potentially important point of difference between you and your competitors, including the internet, could be as much about how you go about dealing with the customer and the additional service you offer them.

By investing in training and development activity across all sectors of the business, staff can be truly considered an asset and the programmes we offer include:

- Effective people management at both senior and middle management level
- Selling skills – promoting the right products and making the sale
- Customer service skills – understanding what the customer really wants and going that extra mile

The training is delivered across a range of formats and will include members of the central Advantage team as well as approved external training professionals.

Central Partnership Expertise – Human Resources

Managing staff assets is a key component of any business and keeping abreast of changing employment legislation is critical so that potential issues are intercepted before they arise. Above all, we want to help you to get the most out of your staff through efficient people management.

Our HR expertise extends to:

- Setting out the terms and conditions of employment
- Creating a staff handbook detailing HR policies and procedures
- Selection, recruitment and induction
- Staff appraisals and performance reviews
- Disciplinary and grievance procedures

Central Partnership Expertise – Information Technology (IT)

As technology is at the heart of every business today, regardless of size, it is important that the technology you employ in your business is comprehensive and robust enough to meet your needs.

Our IT expertise extends to:

- System security – including anti-virus, firewalls and anti-spam solutions
- Preparing disaster recovery and business continuity processes
- Purchasing web technology tools and hosted professional business solutions

External Partnership Expertise

As with our external legal compliance partners, we have also created strong relationships with experts in the area of operational efficiency; their expertise extends into the areas of project management, effective writing skills and technology providers.





So – Why Us?

Whether you are a potential new or existing member, the Advantage Travel Partnership is the only real option if you are serious about growing your business within an environment where equality is important, where your individual requirements are properly thought through, and where tailor-made solutions are implemented for the benefit of both you and the overall organisation.

At the Advantage Travel Partnership we are proud of our member partners and it is our overriding aim to ensure that all the agents who are part of the group are considered among the most professional and profitable independent organisations within the travel industry.

To talk more about your personal requirements why don't you email me at davidm@advantagetravelpartnership.com or call me on 020 7324 3931.

David Moon

Head of Business Development