

## NEWS FROM ADVANTAGE TRAVEL PARTNERSHIP

Marking its 40<sup>th</sup> anniversary, 2019 is an exciting year for Advantage Travel Partnership. Join the celebrations at this month's Business Travel Show where Advantage will be joined by several members to share the latest industry developments, new products and information on upcoming events.

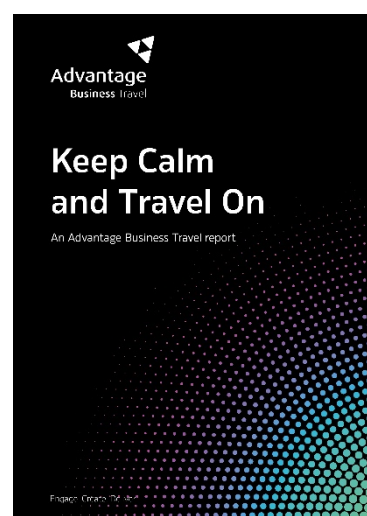
Highlights include the release of the Advantage Business Report, *Keep Calm and Travel On*, exclusive service demonstrations and new developments from members. Plus, find out more about key events and the latest industry trends.

### ***Keep Calm and Travel On*: An Advantage Business Report now available to download**

Taking on board the full spectrum of subjects and workshops from Advantage's Business Travel Symposium, which took place in November 2018, the Advantage Business Report looks at some of the hot topics of the industry today – including the latest thoughts on the impact of Brexit.

Titled, 'Keep Calm and Travel On', the report includes the latest tips on working effectively with travel buyers, understanding NDC, and the changing attitudes to wellbeing. The Business Travel Symposium demonstrated that the interest in business traveller welfare is a shift, not a spike – two in three attendees said that wellbeing would feature in their company's business strategy for 2019.

To find out more, download the report from <https://view.publitas.com/advantage-travel-partnership/keep-calm-and-travel-on-an-advantage-business-travel-report/>



### **Registration open for the ITMC Summit 2019**

The seventh WIN international conference will take place this year between the 9<sup>th</sup>-12<sup>th</sup> June 2019 at the outstanding InterContinental Resort Fujairah, UAE. Under the theme REWIRED, the conference will look at ways the business travel industry can harness new technology to support the human side of client servicing.

Industry-leading professionals from across the globe will gather together to hear from keynote speakers and take part in a variety of workshop sessions designed to provide attendees with plenty of inspiration and insight. The ITMC Summit is the opportunity to network with peers, engage with suppliers and gain inspiration from the best of the business travel industry. [WIN members can register here to join and find out more.](#)



### **Exclusive demo of new small meeting booking platform**

Following the launch of Advantage Meetings & Events (AME) last year, the team are on stand at the Business Travel Show for the first time to share information on how they can support Advantage members and clients with their meetings and events requirements.

The AME team will provide regular on-stand demonstrations of the new brand-new small meetings booking platform, which will be available officially launched to Advantage members at the show. Members will also be able to register for the AME hosted buyer group at IMEX Frankfurt in May.



For more information on Advantage Meetings & Events, visit [atp-me.com](http://atp-me.com)

### **Advantage welcomes TAG as its newest member**

The Advantage team are delighted to welcome TAG to this year's Business Travel Show. Having recently celebrated their 30<sup>th</sup> anniversary in business with a milestone rebrand, the 2019 Business Travel Show is the first major event where TAG will showcase their new image as part of the Advantage family.

Established as Travel by Appointment in 1988 before becoming The Appointment Group in 1996, TAG is renowned for premium service and VIP discretion.

[www.tag-group.com](http://www.tag-group.com)



### **Eton Travel launches new travel data platform**

Proudly celebrating their 50<sup>th</sup> year, Advantage member Eton Travel Group will unveil its new travel data platform at this year's Business Travel Show. A full-service travel management company that provides bespoke corporate travel management services and cutting-edge technology to clients ranging from SMEs to multinational businesses across the globe.

Attendees can find out more about Eton's newly development management information system, **DataSense**. This technology enables clients to access their travel data in real time. Able to be populated with pre-defined, bespoke client data, the system can inform businesses of their travellers' progress and can be accessed on a range of devices including mobile phones, tablets and laptops.

With a dedicated team of event consultants providing a bespoke service to conference and event management requirements, plus a whole team of experienced travel consultants, the Eton Travel Group are experts at providing high quality, cost-effective corporate travel solutions.

[www.etontravel.com](http://www.etontravel.com)



### **On the Advantage Travel Partnership stand**

Join Advantage at their stand at the Business Travel Show to find out how Advantage services can help you, and meet members including Baxter Hoare Travel, Meon Valley Travel and Mobilleo.



### **Join Advantage's Head of Innovation to find out how SME's can compete**

How can SMEs in travel compete with the big players? Join Fraser Nicol, Head of Innovation at Advantage Travel Partnership at the Travel Technology Show on Wednesday 20<sup>th</sup> February at 10am in the Travel Technology Theatre for a session exploring how to succeed against bigger businesses.

Is it better to seek a white label solution that other competitors may also be using, but is far cheaper than developing your own bespoke booking site? Can the cloud help level the playing field? What can you outsource while remaining innovative? Fraser will be joined by George Dumitru, CEO & Co-founder of WBE. Travel for the session, moderated by Charlotte Lamp Davies of A Bright Approach.

'How SMEs in travel can compete with the big players' starts at 10:00 at the [Travel Technology Show](#)

### **The Advantage Conference 2019**

Don't miss your chance to join industry experts and colleagues at the Advantage Conference, taking place between 17-20 May 2019 in the Andalusian province of Sancti Petri, Cadiz. With a theme of 'Vivolution', the three-day conference will celebrate Advantage's 40<sup>th</sup> anniversary year by reflecting on the evolution of the travel industry over the last four decades, and how it's 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, with a keynote speech from former special forces soldier and TV star Ant Middleton, the three-day conference will provide plenty of insight and inspiration to attending members.

Find out more about the Advantage Conference at <http://advantageconference.co.uk>

**ENDS**

For further information about Advantage Travel Partnership please contact Phil Harper or Lauren Williams ([advantage@finnpartners.com](mailto:advantage@finnpartners.com)) +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.