

29 July 2016

## **NEWS RELEASE**

### **ADVANTAGE DOOR DROP BROCHURE LEADS TO RECORD BOOKING**

Advantage member, Solent World Travel made its highest ever booking last week, as a direct result of an Advantage door drop mailing, sent on behalf of members.

Lynn Martin at Solent World Travel made a booking of almost £80,000, which was for two clients who wanted to tick destinations off their bucket list. The customers booked a once-in-a-lifetime, six-month trip visiting Singapore, Bangkok, Sydney, Hawaii and Miami among others. During their stay they will also be travelling on the Orient Express and driving around in a VW Campervan for 79 nights.

The customers live in the local vicinity of where a targeted door drop mailing was distributed in January 2016. After landing on their doorstep, the mailing made them aware of the Solent branch and feeling inspired by the 'bucket list' themed content they felt visiting the 'worldwide specialists' in the branch would be their next step.

Advantage door drops are run twice a year and the team at Advantage work closely with the members to target the most profitable and responsive postal sectors. On average an Advantage agent branch attracts eight new customers spending a combined £17,000 and also attracting up to 20 existing customers spending a combined £50,000.

This is the biggest booking ever made by Solent World Travel in Lee on the Solent and one of the largest booking The Advantage Travel Partnership has seen in the leisure side of the business. This is a significant achievement for Lynn Martin at Solent for making the booking, which other travel companies previously had refused

to accept due to the complexity. Lynn has been working on the booking over the past six months.

**Lynn Martin, Senior Travel Consultant at Solent World Travel** said: “I am delighted to have in place the full itinerary for this booking, it’s a once-in-a-lifetime booking. It was really enjoyable putting the booking together and building a relationship with these clients and I’m looking forward to hearing about their adventure!”

**Julia Lo Bue-Said, Managing Director of The Advantage Travel Partnership**, the UK’s largest independent travel group said: “We are extremely proud of Lynn and the team of Solent World Travel. Their diligence and patience provided their customers with outstanding customer service, resulting in a whirlwind booking for the team. “

“This cements my belief initiatives like the door drop programme are crucial in supporting our members in their local areas. I look forward to hearing future successes from members involved in the programme.”

Ends

For more information contact Colin O’Neill at Advantage Travel Partnership on 020 7324 3942 or 3934.