

**'Empowering Independence' announced as the theme for  
The 2020 Advantage Conference in Madeira**



**London, UK – February 2020:** Today, The Advantage Travel Partnership, the UK's largest independent travel agent consortium, revealed 'Empowering Independence' as the theme for its 2020 Conference in Madeira, Portugal.

The annual Advantage Conference will be held on the beautiful island of Madeira on 15-18 May 2020 at Funchal's newest hotel, the five-star Savoy Palace. The Advantage Conference is a must attend event for hundreds of members and delegates from all sectors of the travel industry. This year the Conference's narrative will focus on the theme of 'Empowering Independence' and promises lively debate, engaging speakers, networking, inspiring TEDx Style Sessions and the exploration of how the environment, talent-gap, digital revolution and socio-political unrest is reshaping lives and businesses.

Expected to attract over 450 delegates this year, the conference will include a compelling programme of inspirational speakers from key sectors of the leisure and business travel industry which will be announced in the coming months. Intrinsic to every session will be the opportunity to debate and discuss the strength and rise in popularity of the independent retailer and privately-owned businesses, as well as the power of collective collaboration.

Julia Lo Bue-Said, Chief Executive Officer of Advantage Travel Partnership, said: "In a world where global homogenous brands seem to have taken over, and in many cases, dominate our high street, social media and subconscious, the role of the independent business travel is becoming ever more important – no less than in the travel sphere. Our country is entering a new phase in global relations and this creates new opportunities for consumer and corporate travel." She goes onto say:

“Independently our members are trusted to provide expert advice, information and inspiration to the British travellers on a daily basis. I believe this new decade represents a tide of change. No longer is the British public satisfied with a faceless brand, we are not only demanding better service but bespoke and customised services, and increasingly a service in which we can put our trust. This conference is about championing independence and collaboration. Together we are stronger than the sum of our parts and through our collective buying power, sharing of knowledge and best practice we can generate growth and keep this tide of independence at the forefront of change. We are looking forward to welcoming the members to our celebration of empowering independence because the power of many is based on the commitment of one.”

The host sponsors for The Advantage Conference for 2020 are Discover Madeira and Visit Portugal. Headlines sponsors for the conference also include Celebrity Cruises, Europcar, G Adventures, Holiday Extras, Just You, G Touring, Jet2, Travel2/Gold Medal, Avanti West Coast and British Airways.

For more information about the conference, please visit <http://advantageconference.co.uk/madeira-2020/>

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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.