

Advantage Travel Partnership Appoints Former General Manager of The Freedom Travel Group, Kelly Cookes as Leisure Director

London, October 2019 – Advantage Travel Partnership, the UK’s largest consortia of independent travel agents, has appointed former General Manager of the Freedom Travel Group Kelly Cookes, as Leisure Director.

Kelly’s position as Leisure Director is a newly created board position within Advantage. In her new role Kelly will be responsible for driving the leisure strategy for the consortia.

Kelly Cookes will join Advantage on Monday 14th October 2019 having spent much of her career in a senior position at Freedom Travel Group and Thomas Cook. Having joined Freedom Travel Group as Relationship Manager in 2013, Kelly quickly progressed to General Manager in 2014. Holding the position for five years, Kelly went on to work as Head of Commercial at Thomas Cook, which included all UK distribution channels. During her time at Freedom, Kelly saw both membership and profitability increase.

“I’m really excited to be joining Julia and the entire Advantage team. The consortium continue to show innovation, focus and drive when it comes to delivering for their partners. It’s something I truly admire and can’t wait to be a part of,” commented Kelly Cookes, Leisure Director.

Julia Lo Bue-Said, CEO of Advantage Travel Partnership, said: “We are thrilled to have someone of Kelly’s calibre join the team in this vital role. We are confident that Kelly’s enthusiasm and expertise will enable us to drive our leisure activity with an increased momentum. Kelly’s new role is part of our vision for the future. Following Paula Lacey’s departure, we have reshaped our business into areas of divisional expertise, across both business travel and leisure. It is a very exciting time for Kelly to be joining us.”

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For further information about Advantage Travel Partnership please contact Catharine-Rose Pracownik or Lauren Williams (bgadvantage@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.