

## **ADVANTAGE'S 2019 HOTEL HERO CONFERENCE TO CELEBRATE 10<sup>TH</sup> ANNIVERSARY**

**London, September 2019** – Advantage Hotel Heroes, the hotel booking champions within member Travel Management Companies (TMCs), will celebrate the 10<sup>th</sup> anniversary of the Hotel Hero Conference on September 18<sup>th</sup>, 2019. The annual one-day event provides Hotel Heroes with an insight into the latest hotel market trends, news, an update from Advantage on products and services available to members, as well as the opportunity to network with key hotel partners. The 2019 Hotel Hero Conference, to be held at the Courthouse Hotel in Shoreditch, London is set to be the largest to date.

Hotel Heroes and hotel partners will gain greater understanding about member hotel booking trends between January to June 2019, plus a forecast for the second half of the year. The conference programme also includes an update from the consortium on the Advantage Hotel Programme, training and support available to members, as well as the Hotel Hero training app.

The afternoon session will offer Hotel Heroes the opportunity to network with up to 40 leading hotel partners. To celebrate the conference's 10-year milestone there will be a surprise birthday-party twist before the day comes to a close with a prize draw and a networking drinks reception.

Julie Janzen, Head of Supplier Partnerships at Advantage Travel Partnership, commented: "Our Hotel Heroes are the key drivers of hotel bookings made on the Advantage Hotel Programme, which globally books eight million room nights a year. The average annual growth in hotel room nights booked by Advantage Travel Management Companies over the past 3 years was 7.4% a year. Hotel Heroes are an integral part of our member TMCs recognising the importance of hotel bookings and offering clients a full service to meet all their accommodation needs, domestically and overseas."

Advantage Hotel Hero Conference is taking place at the Courthouse Hotel in Shoreditch, London on September 18<sup>th</sup>, 2019, members wishing to attend can view more information about the day here: <http://www.cvent.com/events/hotel-hero-conference-2019/event-summary-d28fa354c0ea4c7bb24d864ebfa4c125.aspx>

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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.

Advantage Travel Partnership is majority shareholder of WIN Global Travel Network representing 95 per cent of the company. WIN operates the WIN Hotel Programme globally with its members in 75 countries worldwide and the Advantage Hotel Programme in the UK.