

## **Advantage Travel Partnership launches reopening guidance and assets for members**

**London, UK – 10 June 2020:** As the UK Government continues to relax the rules around lockdown, more shops and retail businesses will be able to re-open from 15 June. The Advantage Travel Partnership is continuing to support both its leisure and business travel members throughout this phase of the Coronavirus pandemic and will be providing relevant guidance, marketing assets and access to suppliers for safety equipment for when retail units and offices re-open.



To assist members with their preparations for reopening and to provide them with the relevant tools once they are operating again, Advantage has created different types of signage and assets for both shops and offices. These include digital assets for use on social media, websites and in store/office TV screensavers which will promote members' reopening to clients and the steps they have taken to ensure the safety of their customers, clients and

staff. In-store signage such as door stickers, floor stickers and posters have also been created to remind and encourage clients about hygiene procedures and social distancing measures that are in place.

Assets have been created for use by both leisure and business travel agents, with options to suit different brand styles and wording to cover whether an agent is fully opening their business or operating a closed-door policy.

To protect both staff and customers, Advantage has compiled a list of preferred suppliers, and negotiated discounted rates for relevant PPE equipment that can be used in both retail units and offices, such as protective screens, hand sanitiser stands and signage.



As part of its ongoing commitment to members, Advantage will also be sharing the latest government advice and guidance to members, to cover off topics such as cleaning and hygiene processes and recommendations for spacing within offices and retail units as and when this information is updated.

The guidance notes, preferred supplier list and all assets can be easily accessed through their dedicated Covid-19 content hub on their members' extranet.

Kelly Cookes, Leisure Director at Advantage Travel Partnership commented, "We know that with government restrictions slowly lifting, our members are keen to get their businesses back up and running, whilst keeping their staff and customers safe. We have created these guidelines and assets to ensure that our members have the practical support in place so that they can reopen their retail units and offices with confidence."

**ENDS**

**Media information:**

For further information about Advantage Travel Partnership please contact:

[bgadvantage@finnpartners.com](mailto:bgadvantage@finnpartners.com)

**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.

**Assets can be downloaded here:** <https://we.tl/t-kzUqGC6WFq>