

**The Advantage Travel Partnership develops its Exclusive
Partnership with Silver Travel Advisor**

Agents can become an Accredited Agent for the over 50s market

London – 13 July 2020: The Advantage Travel Partnership has further developed its exclusive partnership with the award-winning travel website for the over 50s, Silver Travel Advisor. Now more than ever, in a time of uncertainty amid the Coronavirus pandemic, the over 50s market will be in search of support and advice from their trusted travel agent. This partnership ensures that Advantage members have a thorough understanding of this market and their requirements.

As part of the partnership, Advantage members will have the exclusive opportunity to become an ‘Accredited Agent’ with Silver Travel Advisor by completing a dedicated training course which will help members understand the mature market and the different segments within it. The training will also cover how best to attract and retain each market segment.

Agents will be able to choose from either completing the training via an online platform or by attending one of three virtual training sessions.

- The online training will be split into five modules, which cover the over 50s market, including the nine different market segments and how to market to attract each segment. The online courses will go live on 17 July 2020.
- The virtual training will be hosted by experienced trainers Jennie Carr and Jane Silk from Silver Travel Advisor and will cover the same topics but will also include group exercises and the opportunity for members to discuss specifics about their business with the team. The virtual sessions will be spread across two days and will take approximately four hours to complete, The first virtual course takes place on 29 and 30 July 2020, with additional ones scheduled for September and October 2020.

Upon completion of the course, accredited agents will be featured on the Silver Travel Advisor website, which has 118,000 registered users, thereby offering agents a great opportunity to promote its travel agent services and grow its customer base. Agents will also receive a certificate which can be displayed in store, a door sticker and e-business cards.

To further help its members acquire more customers, Advantage will continue to produce marketing collateral for them to use in their own direct to consumer marketing, including magazines and digital assets produced in collaboration with Silver Travel Advisor.

Kelly Cookes, leisure director at Advantage Travel Partnership commented, “We’re really excited to have extended our partnership with the team at Silver Travel Advisor. Not only will this mean our members can develop their skillset when it comes to selling to the over 50s market, it’s also a great opportunity to grow their existing customer base through Silver Travel Advisor’s highly engaged audiences on its website, newsletters, social media and the bi-annual Silver Travel Advisor magazine.”

Debbie Marshall, managing director at Silver Travel Advisor said, “We are delighted to continue to have Advantage on board as our exclusive travel agency partner. As a result of the Coronavirus pandemic, even the savviest of the 50+ market may be more apprehensive when it comes to travel and now more than ever, the advice and reassurance a travel agent can bring is invaluable. We’ve created this bespoke training to ensure Advantage members have the most up-to-date information when it comes to selling to this market and we’re looking forward to working closely with the team and their members.”

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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.