

PAUL MORAN JOINS ADVANTAGE

Paul Moran's new role will be Business Development Manager for the South

London, November 2019 – Paul Moran has joined Advantage as **Business Development Manager for the South**. He will be working with existing Advantage leisure members to support them to grow their business in a structured way and ensure they are maximising the benefits of membership.

Paul was previously at WorkAdvisor for five years, building the business from an idea to reality. The business continues to work with a number of travel companies offering bespoke recruitment solutions.

David Moon, Head of Business Development said: "We're delighted to have Paul join the team and I'm confident he will bring his wealth of experience in the industry and fresh energy to good use when supporting our members. Paul is really looking forward to getting out and meeting the Advantage members and finding out more about their business needs."

WorkAdvisor will continue to support the Advantage network as a recruitment solution.

We will have a new face joining the Advantage Holidays team from Monday the 11th November; **Michael Shanahan**.

Michael joins us as **Sales & Campaigns manager for Advantage Holidays** and will be to drive tactical promotional campaigns for Advantage Holidays, helping to manage existing member sales (enabling us to grow sales further across the members) and to support our aspirations of yield management for the Advantage Holidays product.

Michael joins us as an ex-Thomas Cook colleague, whilst at Thomas Cook he held the role as Retail Campaign and Trading Manager and was responsible for driving multi-channel campaigns across their retail division, launching own brand hotels to the retail stores and identifying product trends to form as the basis for the offers during promotional periods.

Lee Ainsworth, Head of Advantage Holidays said: "xxxxxx"

For further information about Advantage Travel Partnership please contact Catharine-Rose

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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 members include more than 200 independent business travel locations across the UK. Advantage Business Travel is able to secure excellent deals with a range of business travel suppliers including flights, hotels, car rental, rail and ancillary services.