

## **Advantage Travel Partnership Launches Social Media Campaign to Promote Advantage Managed Services**

**London – 24 June 2020:** The Advantage Travel Partnership launched a new social media campaign today to promote its unique Advantage Managed Services product to new members.

The campaign uses a short motion graphic to highlight the key elements of the AMS membership model highlighting its unrivalled managed service proposition. Travel agents are invited to find out more and register for a live webinar on Thursday 9 July at 11.30am. The webinar will be hosted by the Advantage membership, commercial and marketing teams covering key aspects of the AMS membership model and include a Q&A session.

Advantage Managed Services offers agents fantastic value for money combined with the peace of mind vital to running a travel business as all pipeline monies are protected in trust. All AMS members are supported by a dedicated finance contact who understands and acts as an extension of their business. There are no charges for technology and the service provides net rate merchant fees, ATOL options and best in class marketing support.

Facebook will be used to target prospective members including those who have a travel business already as well as people working in the industry considering starting up their own agency.

Kelly Cookes, Leisure Director at Advantage said: *“A crisis as serious as COVID-19 has in many cases forced the industry to up its game. There are without a doubt challenging times ahead as the world slowly opens its doors and the British public begin to travel again.*

*In order to survive, we must provide unrivalled standards of service every day to every client. A business model such as Advantage Managed Services enables new and existing business to focus on the business of selling holidays and allows us to support them in areas such as finance and technology. Current members using AMS have reported increased bottom lines and more time to focus on their first love which is selling fantastic holidays.”*

For more information: <https://atportal.microsoftportals.com/AMS-Recruitment/>

To view the video: [https://www.youtube.com/watch?v=s-pvOZTHt\\_w&feature=youtu.be](https://www.youtube.com/watch?v=s-pvOZTHt_w&feature=youtu.be)

**ENDS**

### **Media information:**

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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.