

Advantage Travel Partnership confirms record number of agent sign ups to its AMS model



London, 28 September 2020 – The Advantage Travel Partnership, the UK’s largest travel agent consortium, has onboarded a record number of agents to its AMS model in the last quarter. Since 1 July 2020, seven new branches have signed up for the model, which is double the usual number of signups. Advantage has also seen an increase in recruitment enquiries since the outbreak of the COVID-19 pandemic and the travel agent consortium is currently liaising with over 40 separate branches, ranging from start-ups to existing businesses.

One of the latest members to have joined the AMS model is White Rose Travel in Castleford, owned by Michelle Metcalfe and Natalie Collins, who have a wealth of experience having previously been part of Wallace Arnold. The new shop officially opens today (28th September 2020)

Advantage has seen interest across all models, but its managed services model is receiving the most enquiries. Advantage Managed Service (AMS) 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 a trust account. All AMS members are supported by a dedicated finance contact, are not charged for technology and the service provides net rate merchant fees, ATOL options and best in class marketing support for members.

Michelle Metcalfe, co-owner of White Rose Travel commented, “This year has been extremely challenging for the industry and the COVID-19 pandemic has demonstrated that agents should partner with a consortium that can provide the required support and an additional level of assurance for agents in both the good and bad times. We are excited to be opening as White Rose Travel and with the support of Advantage, we look forward to seeing what the future holds.”

Kelly Cookes, Leisure Director at Advantage Travel Partnership said, “During these turbulent times, we believe that many businesses are assessing what they need to be able to move forwards. We are excited to have businesses like White Rose Travel choose us as a partner and we look forward to progressing other opportunities. We have seen a huge increase in recruitment enquiries, particularly in the last few months, which we hope is reflective of our support to members prior to, and throughout this pandemic.”

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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.