

The Advantage Travel Partnership Launches New Industry Video Message – 'The Advantage Update'

London, UK – 18 March 2020: The Advantage Update, a new video message designed to bring together the travel industry, was launched today by the UK's largest consortium of independent travel agents. Julia Lo Bue-Said, CEO of The Advantage Travel Partnership led the charge by giving the first introductory message yesterday which will be followed by a daily update from herself and other members of the Advantage team.

Designed to distil the most relevant news of the day for members and those working in the travel industry in a digestible, friendly and reassuring context, The Advantage Update will be delivered on all of Advantage's social media channels at 6pm every evening.

Julia Lo Bue-Said, CEO of The Advantage Travel Partnership commented "COVID-19 presents unprecedented challenges for those working in the travel industry both on a professional and personal level. We are bombarded by a consistently evolving situation and distressing news bulletins which cause information overload and stress. The aim of the Advantage Update is to share the most relevant, new developments affecting the industry in a clear and concise way and provide advice on all aspects of the business whilst helping to keep our industry connected and forge a sense of community."

The travel industry is invited to view the Advantage Update and share on their own channels using #AskYourTravelAgent.

To view the Advantage Update visit: Twitter @AdvantageHQ, Facebook @advantagegetravelpartnership, LinkedIn – The Advantage Travel Partnership

To view the first message on 16 March:

<https://www.youtube.com/watch?v=auFSJzEa0kY&feature=youtu.be>

To view the second message on 17 March https://www.youtube.com/watch?v=U3lIZ_q-EkY

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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.