

ADVANTAGE TO LAUNCH A NEW CAMPAIGN, 'COUNT ON US'

London, December 2019 – Today, Advantage Travel Partnership announces the launch of its 2020 consumer message 'Count on Us' which will be introduced to members and their clients through Advantage's Turn of Year marketing campaign launching 13th December 2019. Throughout 2020, Advantage will launch several strands to 'Count on Us', which will illustrate why travellers can count on Advantage members for their holidays during an unpredicted time of uncertainty.

The campaign will also extend into its B2B communications to underpin why suppliers and prospective members should consider Advantage as their partner of choice.

Kelly Cookes, Leisure Director at Advantage commented, 'We are excited the 2020 'Count on Us' campaign will launch alongside the ever-important turn of year campaign, to offer our members additional business support and the tools to entice new customers into their stores, offices or online channels. At Advantage, we care about our members and it is important to us that they know that they can look to us to provide them with the best marketing tools to grow their businesses.'

Members can count on Advantage to offer the best tools to promote their businesses to customers. A leisure kite mark has been designed, together with a customer facing charter for agents to use across multiple marketing channels to reference Advantages' 'Count on Us' pledge to their clients. Advantage will run a series of webinars for members to explain the campaign with advice on how best to implement it during the turn of year period.

As part of building consumer confidence with local travel agents, the campaign will highlight that Advantage members provide customers with 'real life' planning, booking and on holiday support. Agents also offer first-hand inspiration to ensure the best value for money and they always take time to understand the consumers' needs to book the right holiday. The campaign will highlight that Advantage members only work with reputable tour operators, hotels and airlines, allowing customers to travel safe in the knowledge that their holiday is protected with Advantage.

'Count on Us' assets available to members include:

- Social media banners
- Email marketing images
- Point of sale posters
- Logos for digital and print use

-Ends-

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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.