

## **Advantage Travel Partnership Anticipates Staycation and Villa Holiday Demand for Summer**

**London – 23 June 2020:** The Advantage Travel Partnership has anticipated an increase in demand for holidays at home and villa breaks this summer by rolling out a raft of new product to support its members with these emerging trends.

The entire supplier offering has been reviewed to identify gaps and potential new partnerships to ensure that members are able to sell holidays in line with key trends that have emerged as a result of COVID-19.

Over the past month, a number of new partnerships have been secured across a range of products providing Advantage members with increased options for clients when booking on their own systems. In addition, Advantage Holidays, the tour operator arm of the organisation, has beefed up its domestic and villa product.

With the UK hospitality confirmed to open on the 4 July, Advantage has boosted domestic product by partnering with UK brands such as Le Boat which specialises in boating holidays in the UK and Europe and Interhome which has access to 50,000 holiday homes and apartments in 30 countries including the UK. Advantage Holidays will focus on packaging lodges, cabins and holiday homes with local experiences and a UK dedicated page is now available on the organisation's website.

In addition, new partnerships have been established with suppliers providing villa holidays including Ocean Holidays, specialists in flight inclusive villa packages to Florida with 18,000 hotels and villas plus car hire and attraction tickets, and The Villa Collection which offers villas and apartments worldwide. Advantage is also already working with current partners including Gold Medal and Travel 2 to increase its villa offering.

Kelly Cookes, Leisure Director at Advantage said: "COVID 19 will undoubtedly change the way we travel, how we choose a holiday and where we go this year and beyond. To support members to capitalise on an increase in demand for staycations and villa based holidays we have partnered with some fantastic brands which we believe will help our members deliver what the British travelling public really want this summer."

**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.



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