



Advantage Travel Partnership launches

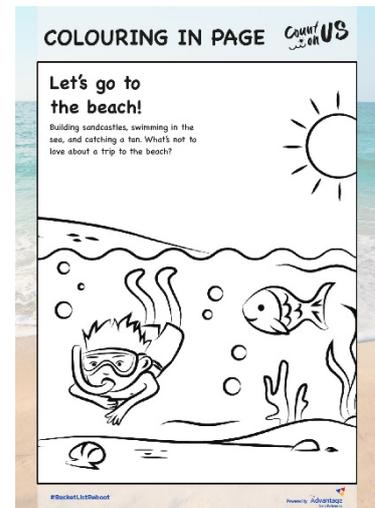
#BucketListReboot Campaign

London, UK – 17 April 2020: Advantage Travel Partnership launched last night a new content focused marketing initiative titled #BucketListReboot, which aims to help members keep front of mind with their clients through lockdown and beyond with a range of fun, aspirational and informative content.

Whilst the British public is under lockdown, they may be dreaming about travel, re-thinking their next holiday destination, or re-booting their bucket list. The #BucketListReboot campaign will be rolled out through a phased approach to provide a variety of B2C and B2B content at key moments to help members engage with their customers and encourage future travel. The first phase includes the introduction of family orientated interactive content and a travel poll: 'Go or stay – have your say.'

Family Content

With schools closed and many families now having to juggle work and home-schooling duties, Advantage has generated some travel inspired fun and educational content for members to give to their clients with young families. There will be child-friendly focused assets, such as colouring in sheets of destinations, landmarks, native animals and puzzles. Advantage has also created a number of call to action social-first assets including, asking children to post a video of themselves describing their dream holiday, or draw their holiday dream, plus digital assets for members to post with their own tailored messages for their audience to get involved. If the highly shareable



content is posted on social media using the #BucketListReboot hashtag, Advantage intends to curate it through the existing @KeepTheWorldTravelling Instagram page to grow greater awareness about the benefits of booking with an independent travel agent.

'Go or stay – have your say' Survey

The 'Go or stay – have your say' survey will be made available for members to share with their customers. As a different engagement tool it is intended to help members better understand their clients' sentiment towards travel at this time and into 2021. Advantage has designed an unbranded survey for members to promote through their own channels, which will provide invaluable insight for



their own business and future marketing campaigns. All results will be shared with Advantage members and the wider industry to help shape the view of consumer's needs post-pandemic.

David Forder, Head of Marketing at Advantage Travel Partnership said: "We're really excited to be launching this campaign to further equip our members with the tools they need to help their businesses during a time of crisis. It's vitally important for members to remain in contact with all their clients, not just those whose existing bookings have been affected by the coronavirus. The campaign will not only spread positivity to members and their clients to dream about future travel plans without using offer led content, it will also assist us with broader consumer insight so that we can add value to our members in the future."

In the coming weeks, Advantage will roll out the next phase of the campaign, which will include destination content for members to use within their own marketing, Zoom backgrounds, an infographic depicting the 'day in the life of a refund' for members to explain to clients how the refund process works as well as a mini partner marketing resource hub with supplier content for member use.

#BucketListReboot was announced via The Advantage Update on Thursday 16 April, available to view here: <https://www.youtube.com/watch?v=NU0-LHsj7q8>

This campaign will supplement the existing support that Advantage is currently providing its members throughout the Coronavirus pandemic, which includes The Advantage Update. All previous Advantage Update videos can be viewed via Advantage's YouTube Channel: <https://www.youtube.com/user/TheAdvantageTravel/videos>

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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.