

Advantage Implements Operator Failure Plan Following the Collapse of Thomas Cook

London, September 2019 – Following the sad news that Thomas Cook has gone into administration, Advantage Travel Partnership has implemented its comprehensive Operator Failure Plan to assist its members. A 24/7 hotline has been opened for agents to contact Advantage for support and advice.

Advantage have created an easily accessible page on its extranet to host information shared by Thomas Cook, ABTA and CAA which all Advantage members will be able to view, and alerts will be sent to members via email and social media to notify them of any updates.

“We were deeply saddened to hear the news that Thomas Cook will no longer be part of the travel industry as it was the pioneer of tour operator travel. Our thoughts go out to the thousands of Thomas Cook employees who have regrettably lost their jobs and we wish them every luck as they look to the next step in the careers;” commented Julia Lo Bue-Said, CEO of Advantage Travel Partnership. “Our focus is now solely on supporting our members to ensure that their customers return home and those that have booked holidays are still able to enjoy their much-anticipated break. We encourage any member who has a question to contact us via the dedicated hotline.”

Advantages’ in-house tour operation, Advantage Holidays, will also assist all members with rebooking of customers holidays through proactive outreach to the supplier network. Members are encouraged to book Advantage Holiday’s through the website www.advantagetravelagents.com or contact the hotline for further assistance.

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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.