

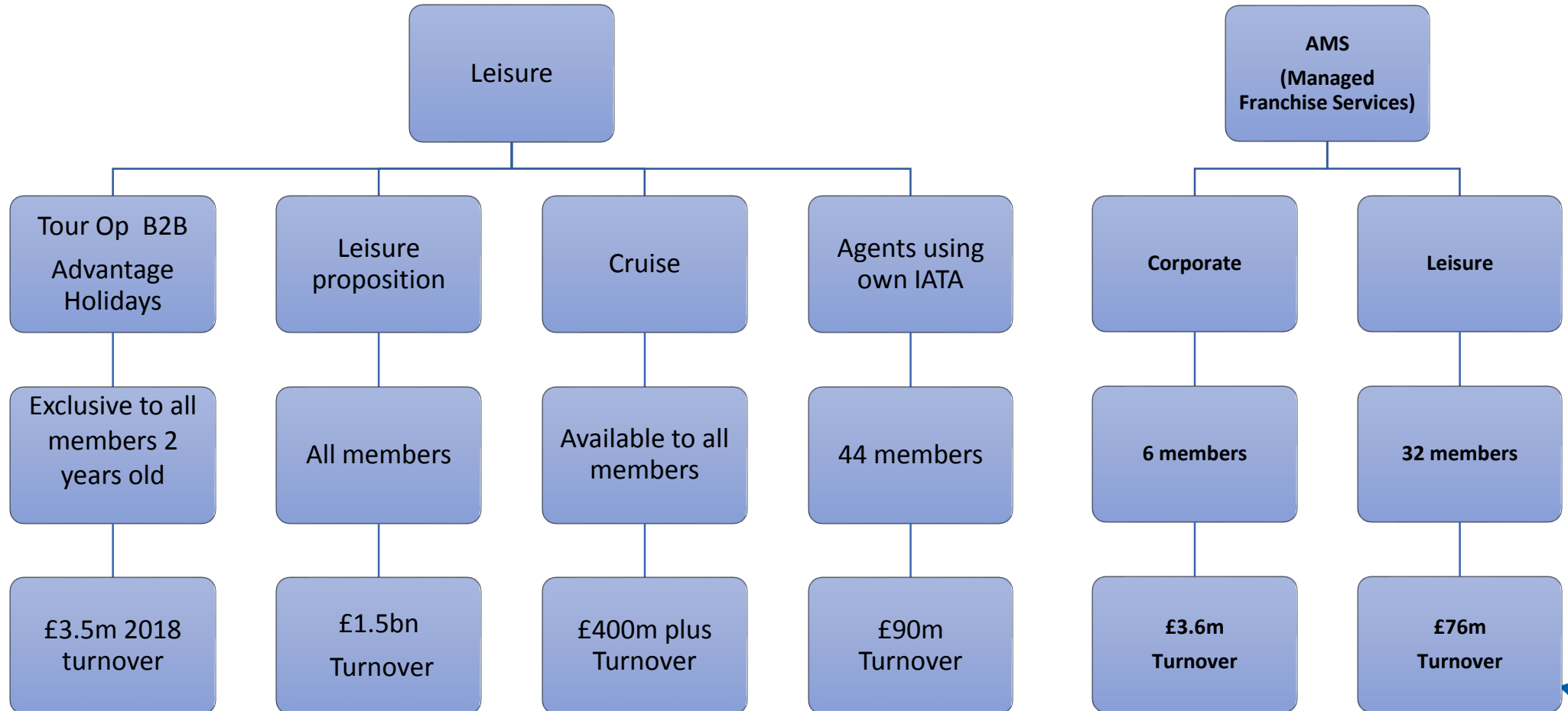
The Travel Trade – Trading Smarter

Kelly Cookes
Leisure Director
Advantage Travel Partnership

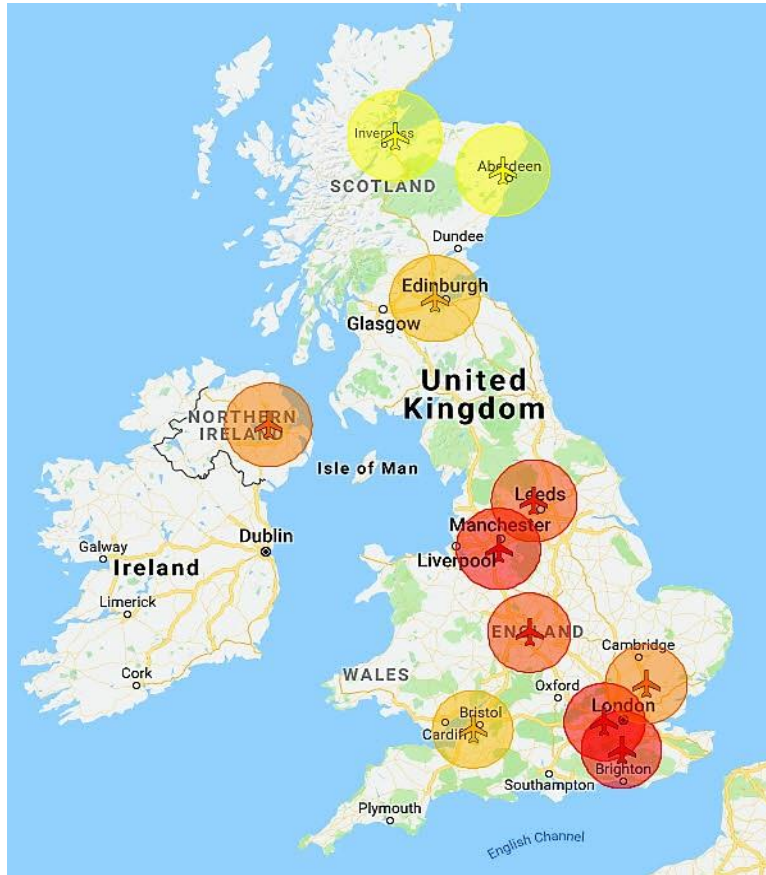
Advantage Travel Partnership

- Advantage Travel Partnership is the UK's largest independent travel agent partnership.
- Advantage leisure and business travel collectively produces over **£4.5bn** of travel sales each year. 350 members in 650 locations across the UK.
- Global Network: Represented in 75 countries, combining 6,000 travel agency locations worldwide. Annual turnover of in excess of \$15 billion
- Advantage Financial Services: Insurance company and broker for industry specific products and services.

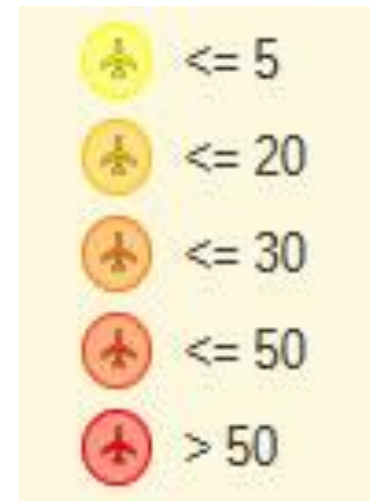
Advantage – Leisure Turnover: £1.5bn



Advantage: Regional Leisure Coverage



Number of member branches within 30 mile radius of local airports



Covid Impact – Advantage

- 80% decrease in income
- 10% of businesses have failed
- 78% of members predict that they will run out of cash before June 2021 with no sector specific support/exit strategy for travel.
- 60% of members report experiencing mental health issues due to the financial impact of Covid

Advantage Support

- Supported members
- Lobbying
- Collaboration
- Launched a homeworking division supporting members needing to downsize.

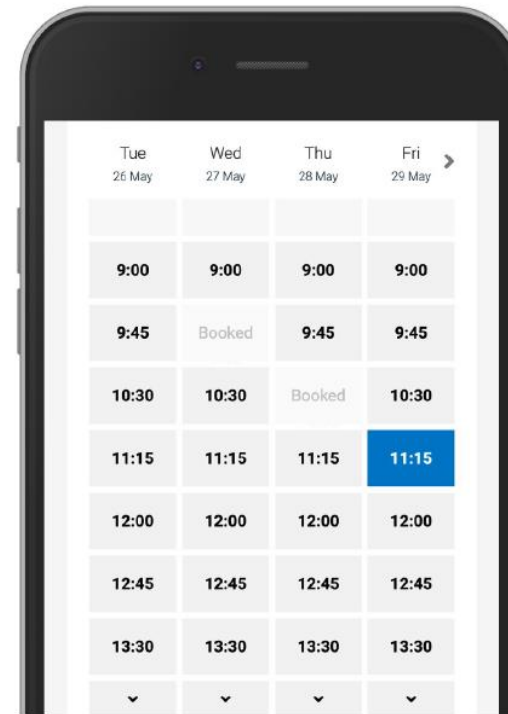
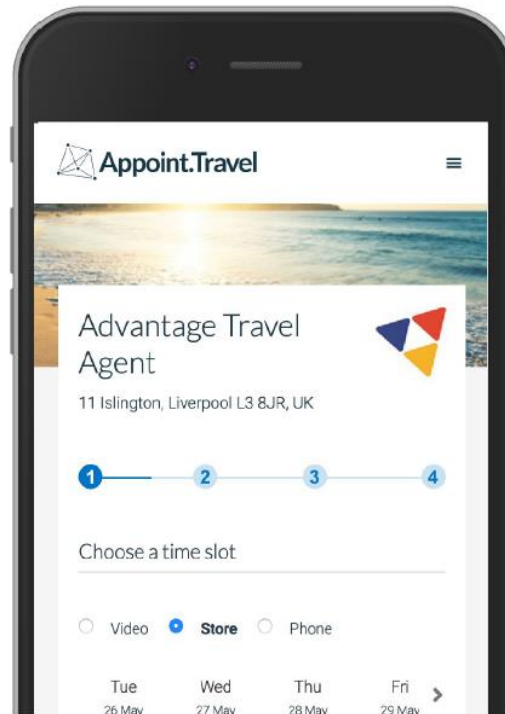
Advantage Support

- Worked with suppliers – we launched our ‘Flexi-Pledge – Book with Confidence’ campaign back in August.
- Support with guidance
- Business support
- Partnerships
- Customer Engagement

Automation vs. Personalisation

- Can you achieve both?
- Independent Agents thrive on personal service
- Covid is changing perspectives

Appointment App







Post Covid

- Customer & Supplier Protection
- The use of Travel Agents
- Shopping Local
- 25-34 market

