

# *My Credentials!?*

- 1) I'm not a technology expert
- 2) I do not understand the IT jargon techies use
- 3) I do not work in IT

BUT...

I do understand retailers and what they want  
We deliver expertise through partnerships  
We regularly consult with our travel agents  
We have in-house expertise

Most importantly, I am a user!



# Advantage: Specialists in Travel

## ***Our Vision is:***

*“To be the best travel services provider in the UK travel industry, offering unsurpassed value to members”.*

Independence is core to our proposition

We celebrate diversity of membership – high street agents; call centres; on-line specialists

Business Partners are critical to our success

Working together we achieve more than we can as individuals

Technology enables our business.

People inspire us



# *Advantage: Specialists in Travel*

- Largest Independent Travel Group in the UK - £3.5bn
- 360 Member Companies – 800 Outlets
- ‘Only’ organisation owned by members
- Elected Board of Directors – shareholder interests
- Protected Member Identity - Tailored buy-in
- Only UK Travel Organisation Growing
- Member Engagement - An Area of Continual Development



# *The Advantage Travel Gateway*

*To provide a one-stop travel solution. To become the distribution platform for all travel related product. Advantage members have access to search and book the Advantage Travel Gateway product via a browser-based booking engine. Members will also have the ability to make this product directly available to their customers via their consumer-facing websites.*



# What is the Advantage Travel Gateway?

One-stop shop – our very own comparison site

Seamless distribution platform – joined up approach

Partnership with Multicom

Hundreds of thousands of hotel room nights available

Millions of package holidays

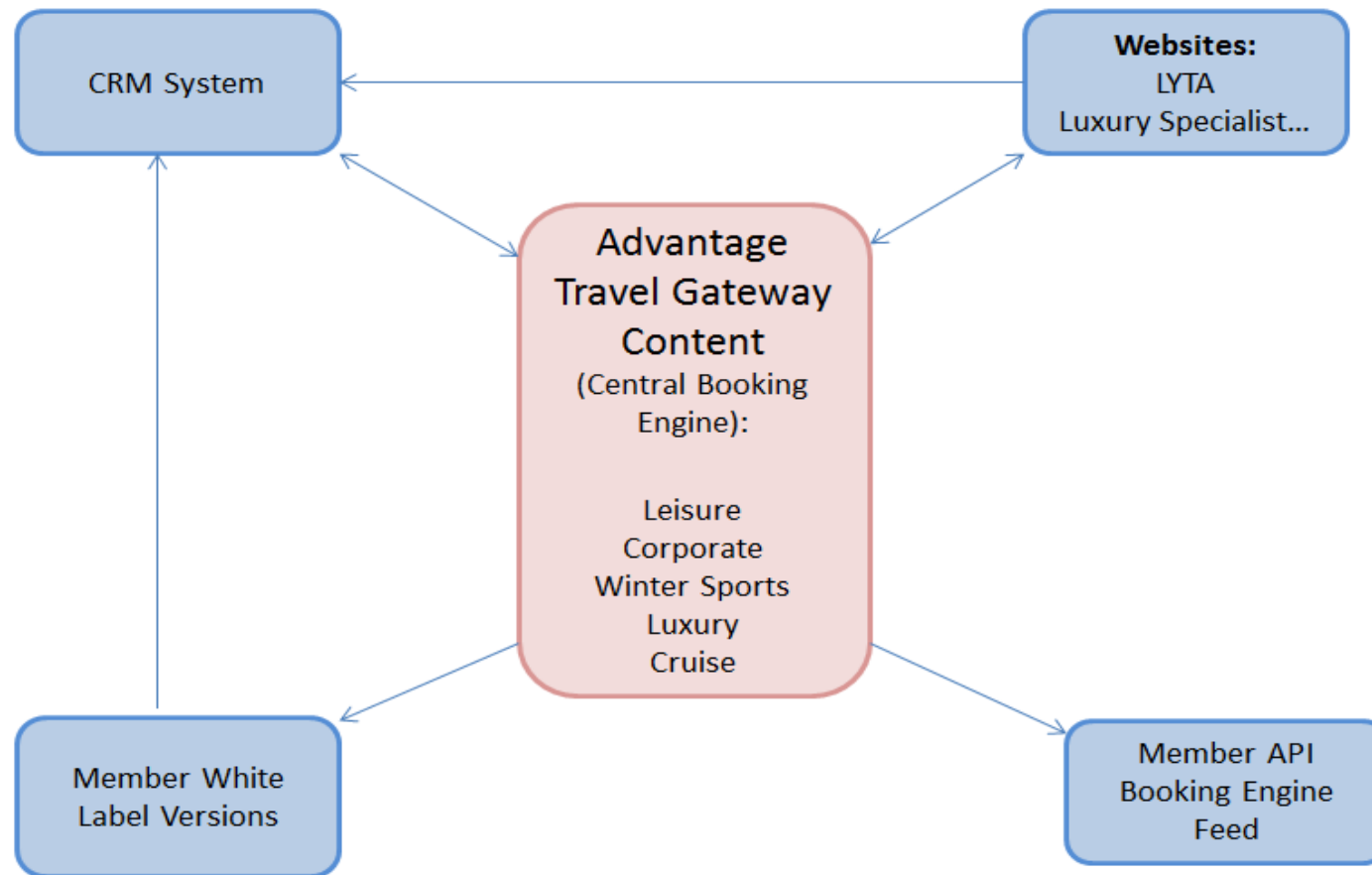
Low-cost, charter and scheduled flight search

Viewdata access emulator

Core element of our future on-line strategy



# How it all fits together



**Advantage**

SPECIALISTS IN TRAVEL

# Benefits

Improved margin from selling preferred suppliers

Single point of access speeds up selling process

Competitive pricing

Breadth of product

Increased sales potential

Management Information

Preferred business partner integrated approach

Consistent member product focus



**Advantage**

SPECIALISTS IN TRAVEL

# Product Scope

Accommodation only  
Flights  
Packages  
Dynamically packaged product  
Car hire  
Car parking  
Cruise  
Transfers  
Tours  
Insurance



**Advantage**

SPECIALISTS IN TRAVEL



# *In Summary*

Speed is of the essence

Specialist content

Ease of navigation

Market changing at a rapid pace

Ability to keep up!

Opportunity to creep ahead!



