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# Taking retail to the next level



# Who is Advantage?



As an independent business, Advantage is the UK's largest independent travel agent group. The leisure and business travel agents are independently owned, but as a collective produce over £4.5billion of travel sales each year.

- Business support & consultancy
- Technology investment
- Conferences, events & training
- Commercial & marketing support
- Insurance Broker & Underwriter
- An international network (WIN)



The  
**Advantage**  
Travel **Partnership**

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The evolution of our business

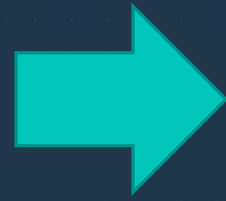




# Tech is shaping the travel industry:



- Personalised travel through big data analysis
- Virtual travel agents
- Automation – service and hospitality
- Cloud passports
- Exploration through Virtual-reality experiences
- Drone photography
- Online booking systems



However:

- Only 4% YoY increase in spending on travel technology
- Tech spend increase lowest across all UK industries
- Travel accounts for 1.12% of global and UK tech spend

# Travel agencies – the challenges

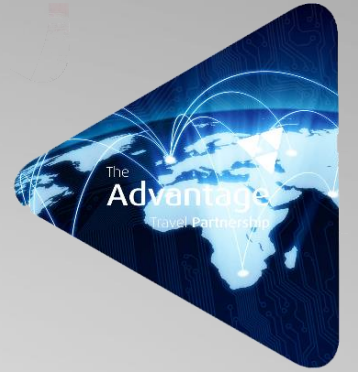


- Economic and political instability
- Technology fuelling a more demanding traveller
- Cyber security and data privacy
- Travel company failures knocking customer confidence
- Squeezed margins
- PSD2 & EU Package Travel Directive
- Bringing new blood into the industry





# Travel agencies – the opportunities



- 32bn spent on ex-UK travel (£63.4bn by 2025)
- 70m passengers traveling ex UK
- Travel company failures knocking customer confidence
- Online holiday booking scams up 19%
- 35% of UK population are 50+
- Over 50s hold 76% of the nation's financial wealth
- Time poor society (some are also cash rich!)
- Tech + human = a personalised customer experience

## Travel Agents - the human search engine?



# Bringing digital to the travel agent



- Video
- A focus on Facebook Live videos
- A personalised experience through CRM
- Direct Marketing Programme
- Advantage Connect

# The importance of video



- Viewers retain **95%** of a message when viewed on a video, compared to **10%** when reading text
- **80%** of people prefer to watch a video than read text
- **1,000** more words a minute
- Greater opportunities to share – videos receive **12x more shares** on social media than everything else
- Revenue growth – those using video are growing revenue **49%** faster YOY

Source: [bluecorona.com](http://bluecorona.com), [animoto.com](http://animoto.com), [vidyard.com](http://vidyard.com)



# Video: A Facebook Live focus



**Other than having a decent smartphone, with a good internet connection, there's no costs to get started.**

It can help elevate:

- Brand messages
- Announcements
- Special offers
- Upcoming events

Plus it:

- Increases real-time engagement
- Post video engagement – 100% increase!
- Showcases the real personality of the travel agent
- Provides PR opportunities to expand reach

**AND...** It's totally free!

# Getting personal



**With a fully integrated CRM, we provide members with personalised communications to their customers through having:**

- Detailed RFV segmentation
- Clearly defined contact types
- Driving personalised communications and dynamic content through digital print and e-comms.

## ***Leading to:***

A over average response rate of 8% and over 50 travel members signed up to the Direct Marketing Programme

# Direct Marketing Programme



- A greater personalised experience through direct mail and email including:
  - Specific travel agent logo
  - Travel agent address
  - Tailored offers – dependent on customer spend
  - Closest customer airport generated
- Bringing video to print
  - QR codes to bring text to life. (The biggest craze in China)!



# Advantage Connect: exclusive online booking and quote platform





**Advantage**  
Connect

Smart. Simple. Social.

# Advantage Connect: tell me more?



- Agent and customers can communicate in real-time, online
- Unique links for the customer that update instantly
- A safe place for all travel documents: passport, boarding passes, booking confirmations
- Analytics available for agents and senior staff to increase conversion
- Inspirational content easily fed through (from Arrival Guides)
- Can interact with quote when convenient – for those time-poor customers
- Exclusive to Advantage members



# A recap



- Digital technology equips travel agents to provide a more personalised service outside of face to face contact
- Tech is an enabler and shouldn't be replaced by a real person
- Opportunities to bring holidays to life through video and Advantage Connect
- Provides convenience to consumers in a time-poor society

So, huge opportunity...

Must embrace  
technology  
to stay in the game!



**Thanks for listening**

