

## AMS – Now is the time to think differently

We recognise that the travel industry is constantly changing, often throwing more and more regulatory burden on the travel agent. The core basis of the AMS scheme is to significantly reduce business costs and to take away the tiresome administration of running an agency business, enabling you to concentrate on building the profitability of the business through targeted sales and marketing activity.

### How will joining AMS benefit your business?

By joining AMS you will have access to:

- ▶ Licensing protection including ATOL, ABTA and IATA
- ▶ Front and back office systems
- ▶ PDQ facilities
- ▶ All supplier payments managed by Advantage
- ▶ The entire suite of Advantage's services and benefits
- ▶ Business support tailored to your needs

Through the initial application process to the business set-up, system training and then ongoing support we are with you every step of the way, helping you to ease into your new venture.

You will have daily access to a member of our Business Development Team who will visit you on a regular basis to review how we can help your business thrive. Our experienced central office team is also available to provide you with a wealth of knowledge and support including marketing, HR, IT and finance.

### Who is AMS for?

- ▶ Established business owners looking to free themselves from time-consuming administration and financial tasks
- ▶ Future retirees looking for a succession plan for their business
- ▶ Home-workers looking to increase earning potential
- ▶ High street travel agents wishing to migrate their business to a home-working model and need the infrastructure to do so
- ▶ Those seeking to start their own corporate or leisure travel agency business

## Don't take our word for it...

*"AMS for Leisure Travel has worked fantastically for us. Everything is just so easy and straightforward, the payments are done by Advantage, leaving us more time to sell holidays. The window point of sale material we receive is amazing and really livens up our windows. But for us the best thing about AMS is that any time we need some help or advice, a member of the Advantage team is always on hand to do just that. AMS has made running our own business stress and hassle free from the very beginning."*

Shevaun Joy & Lisa Manditsch, Destination

*From day one, AMS for Business Travel has been extremely helpful and supportive, thus enabling me to concentrate on my core business. AMS has completely removed the stress and worry of the running of the back office, which is fantastic. It has given me the valuable time I need, to ensure I can develop my business effectively and deliver to my clients, safe in the knowledge AMS is there for me and whatever my business and back office may require."*

Nick Davies, Business Travel Experts

### Next step?

To start your conversation on how AMS can help you take your business where you want it to go contact our Business Development Team on **020 7324 3931** or email [membership@advantagetravelpartnership.com](mailto:membership@advantagetravelpartnership.com)



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## ADVANTAGE MANAGED SERVICES

a different approach to running your business



Engage. Create. Deliver.



## Advantage Travel Partnership – Who we are

As the UK's largest independent travel agent group, the leisure and business travel agents who are part of Advantage are each independently owned, but collectively they produce over £3 billion of travel sales each year, making us experts in every aspect of the travel industry.

We are the only organisation of our size that is solely owned by our member partners, which means they are all actively engaged in the business with full control over their own destiny.

We are extremely proud of our travel agency partners and although their skills and travel knowledge are as different as the individuals themselves, they all share a passion for travel and a desire to tailor their travel services to the individual needs of their customers.

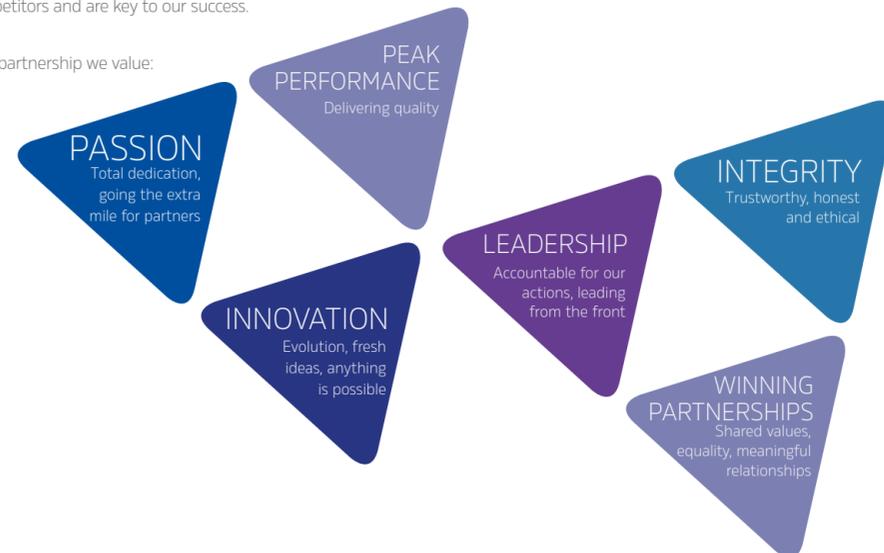
As a partnership, we work closely with our member partners to provide them with the tools to offer their customers the most inspirational, yet affordable, range of travel products – and all with the full financial protection you would expect of an organisation of our size.

We work shoulder-to-shoulder with our partners, sharing our collective knowledge to deliver exceptional travel services.

## Our Values

Our overall ethos is as much about how you do things as what you do – our central values are what separate us from our competitors and are key to our success.

As a partnership we value:



We believe that the creation of the partnership services package is simply the start of the process and that active engagement is the only way to ensure business growth and profitability.

In the same way as our members tailor their expertise to meet the individual needs of their customers, so we take the time to understand our members' business needs and prescribe sensible solutions to meet them.

As our member partners are experts in the leisure and corporate travel arenas, our central team based in London has an extensive skill base in both disciplines.

As an approach:

- ▶ We initially Engage with our member partners
- ▶ We identify their needs and devise Creative solutions
- ▶ We Deliver on what we promise – given actions always speak louder than words

## AMS for Business Travel

AMS for Business Travel provides an innovative new option for TMCs wishing to change their existing business model and for new start-ups looking to enter the corporate travel market.

AMS allows you to reduce costs and removes the administrative burden of running a business, whilst allowing you to retain your individuality and independence by trading under your own name. We will handle licensing, legislation and payment processes, so you can concentrate on building your business and providing a high level of service to your corporate travel clients.

As an AMS member you will have access to:

- ▶ An extensive portfolio of business travel suppliers and content
- ▶ Excellent negotiated commercial terms
- ▶ Our Global Network of TMC partners
- ▶ GDS and other leading technology and systems

Our central ticketing facility and Fares Helpdesk are also there to assist you whenever you need them along with the ongoing support of our Business Development Team.

So whether it's MICE technology and support or corporate rail booking requirements, we have everything you need to get your business ahead, leaving you with the time and energy to serve your clients.

## Next step?

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## AMS for Leisure Travel

AMS for Leisure Travel will provide you with all the tools and services you need to help run your travel agency business more smoothly.

## Making a financial success of your business

We have negotiated the very best commercial terms with our supplier partners allowing you to maximise your income and increase your employees' earning opportunities, as well as giving you access to exclusive incentives, FAM trips and training opportunities. With over 150 supplier partners, you can work with the operators who best suit your customers' needs.

## Marketing opportunities

Communicating with your new and existing customers is key to business success and we have developed a marketing portfolio designed to keep your valuable customers, attract new business and build your brand. We offer the widest selection of marketing products available to independent travel agents and as an AMS member you will have access to:

- ▶ Direct mail and email communications targeted to your existing customers
- ▶ Door drop campaigns targeted to potential new customers in your area
- ▶ The Advantage Travel Platform, a cost-effective website solution
- ▶ Social media marketing
- ▶ Monthly point of sale materials delivered to your store
- ▶ The Advantage Holiday Offers System, loaded with offers from our supplier partners

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