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THE ADVANTAGE TRAVEL PARTNERSHIP

Maintaining the Advantage
Business and leisure
coming together



Who is Advantage?

As an independent business, Advantage is dominant in both the leisure and business travel sectors of the market.

- ▶ Advantage is the largest travel group in the independent travel sector
- ▶ 100% owned by its member shareholders
- ▶ A combined group turnover in excess of £4.5bn
- ▶ 350 companies are part of the Advantage network
- ▶ 50% leisure split 50% business travel agencies
- ▶ Multinationals to one off high street agents



What do we do?



- ▶ Business support & consultancy
- ▶ Technology investment
- ▶ Conferences, events & training
- ▶ Commercial & marketing support
- ▶ Airfares Desk

Let's talk about Bleisure...

Definition

Bleisure

Business and leisure combined, commonly used in the hospitality industry.

A: Are you travelling for business or leisure mate?

B: I'm travelling for bleisure actually.

- ▶ A growing trend
- ▶ Mixing business and leisure
- ▶ Work and play



Let's talk about Bleisure...

“49% of business travellers already extend their business trips to further enjoy the destination.” Booking.com survey



Create a career travel lifestyle...

❖ Plan your business trip



❖ Take family/friends along



❖ Plan ahead



❖ Use a travel agent for expertise and access to relevant product and services



A growing market....

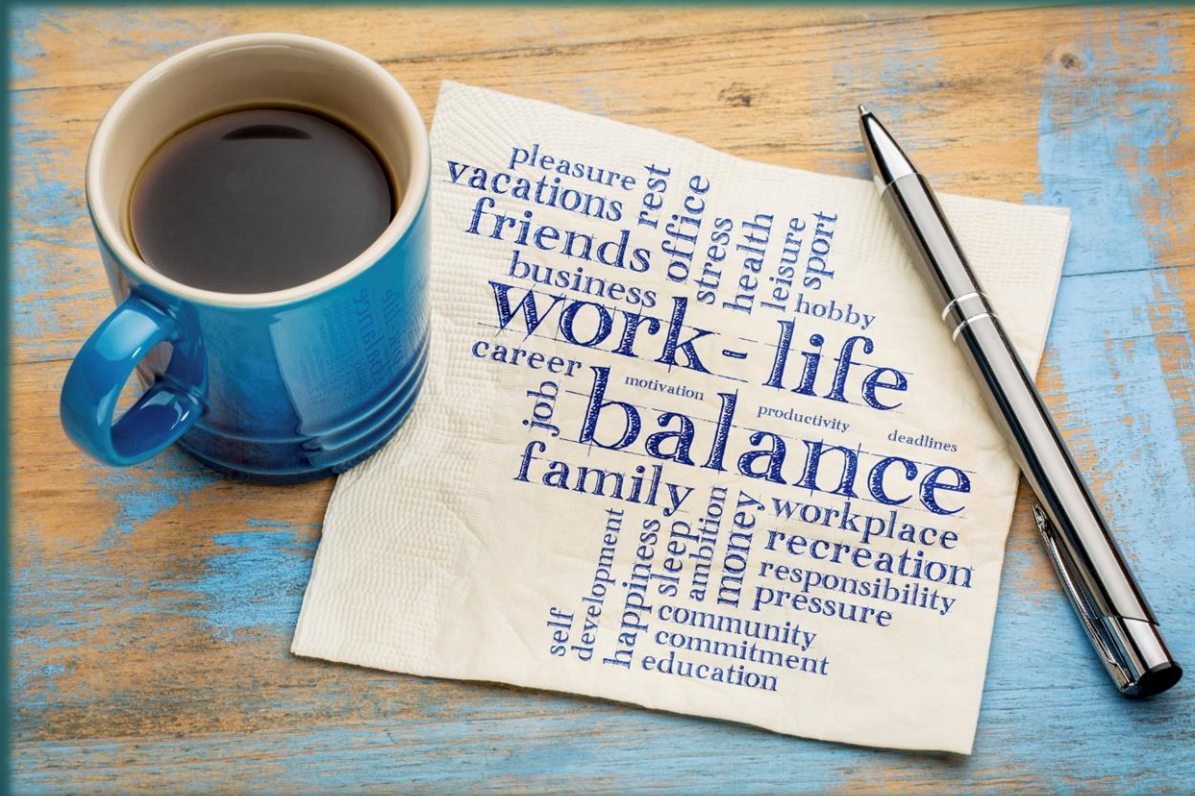
Millennials or otherwise known as Generation Y, typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years.



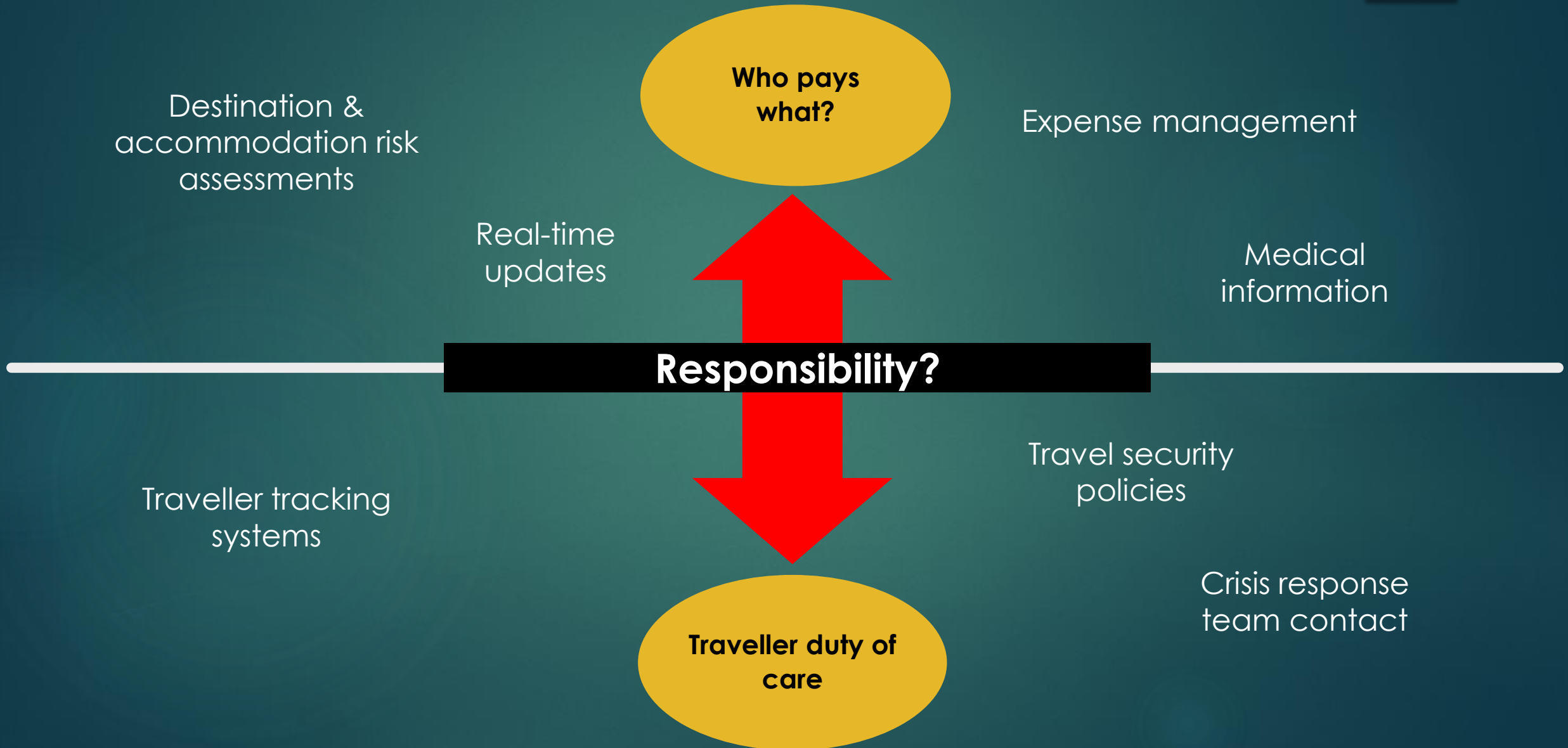
- ▶ Want to explore a destination
- ▶ Adventurous
- ▶ Happy to mix trips up
- ▶ Have less ties

Take every opportunity...

“I've learned that you can't have everything and do everything at the same time.” Oprah Winfrey



Whose responsibility is it anyway?



Benefits of Bleisure....



- ▶ Rewarding
- ▶ Eco friendly
- ▶ A more cultural experience
- ▶ Reduced company costs

Make a plan for Bleisure...

Thank you

Julia Lo Bue-Said
Managing Director
The Advantage Travel Partnership



► TTI Conference 19 September 2017