



## Catalonia has been chosen the next destination for the International Advantage Congress in 2008

- **Advantage is the most important independent travel agents consortium in the United Kingdom.**
- **The Congress will be held at the end of September 2008 in Sitges, and it will welcome more than 600 travel agents specialized in business and leisure tourism.**
- **In the last few months, Turisme de Catalunya has been working for the Catalan candidate to be the chosen one.**

Tuesday, 25th of September 2007— The English, Independent Travel Agents Consortium, *Advantage*, has announced that they will be celebrating their next International Congress in Sitges, from the 26th to the 29<sup>th</sup> of September 2008. Turisme de Catalunya, through its promotional centre in London, has been working very hard in order to bring the event to Catalonia, which last year was celebrated in Villamoura (Portugal).

*Advantage* will bring to Sitges around 600 members related with the business and leisure travel industry. This convention will suppose a double benefit, the positive impact for a small village like Sitges, and the reinforcement of Catalonia as a touristic destination for the Advantage travel agents.

The event will also be supported by the Sitges Convention Bureau and TourSpain. The *Advantage* Consortium has a purchasing power of 2,2 billions pounds and a high negotiation capacity, that allows them to be very competitive. Their business is divided 50% in business travel and leisure. *Advantage* is the National Network of Travel brand, founded 25 years ago, and nowadays is represented by 750 agencies ( the English Travel Agents census is 5.500 in total) *Advantage* is one of the most important independent travel agents consortium, and the main touristic reference for the British.

Along with Global Travel and Worldchoice, *Advantage* is part of the Triton Group, the biggest touristic consortium in the world.