

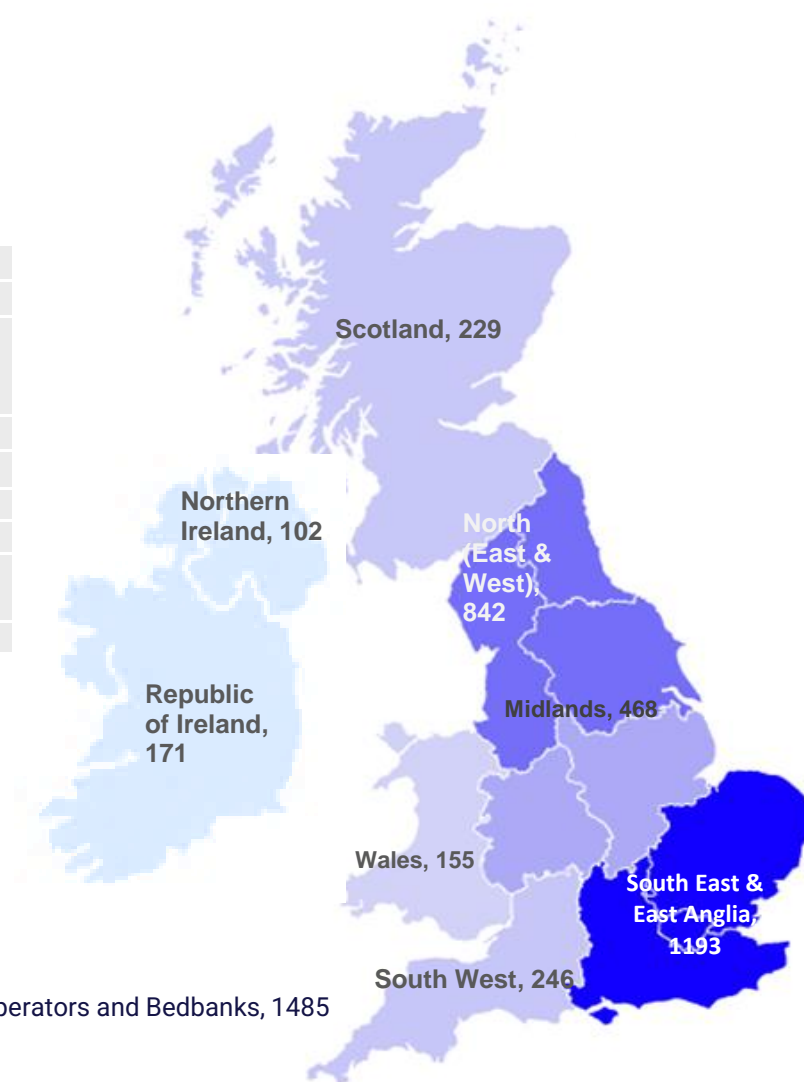
TARGETING TRAVEL AGENTS: THE DATABASE

Use our exclusive and unrivalled database of nationwide travel agents to send out:

- Bulk brochure packs
- File copies
- Email campaigns (see page 11)
- Marketing & promotional materials
- POS material

TRAVEL AGENTS

| | |
|-------------------------------------------------------------------|-------------|
| Retail agents count: 3406 | |
| TUI | 326 |
| Hays Travel (inc. Independent Group, Travel Shops & Miles Morgan) | 665 |
| Rest of ABTA retail | 1408 |
| ABTA total | 2399 |
| Non ABTA retail agents | |
| Non ABTA, GTG & TTA agencies | 251 |
| IATA only, ATOL & other travel agencies | 756 |
| Non ABTA total | 1007 |



| TRAVEL AGENT BROCHURE DEMAND | ABTA Retail | Non ABTA GTG & TTA | IATA only (UK), ATOL & other travel agents | Republic of Ireland | Overall Total |
|------------------------------|-------------|--------------------|--------------------------------------------|---------------------|---------------|
| Full Supply | 1795 | 157 | 123 | 144 | 2219 |
| Limited Supply | 33 | 13 | 20 | 2 | 68 |
| File Copy Only | 133 | 50 | 199 | 17 | 399 |
| No Brochures Required | 417 | 26 | 240 | 6 | 689 |
| Cruise Brochures Only | 21 | 5 | 3 | 2 | 31 |
| Total | 2399 | 251 | 585 | 171 | 3406 |

TARGETING TRAVEL AGENTS: THE DATABASE

*B & T = Business Houses & Telesales.

HOME WORKERS

| Affiliates | Total |
|---------------------------------|-------------|
| ABTA Home Workers | 36 |
| Brilliant Travel (Barrhead) | 18 |
| Broadway Travel | 15 |
| Co-operative PTA | 2 |
| Designer Travel | 55 |
| Explorer Travel | 46 |
| GTG Home Workers | 91 |
| Hays Travel | 93 |
| Holiday Direct | 6 |
| Holiday Experts | 9 |
| Holiday Please | 40 |
| Independent Travel Experts | 54 |
| Independents | 150 |
| Not Just Travel | 253 |
| Phone and Fly (Fleetway Travel) | 6 |
| PTA Midcounties | 175 |
| Spear Travels | 13 |
| Superior Travel | 6 |
| Travel Counsellors | 532 |
| Travel PA | 34 |
| TTA Home Workers | 72 |
| Voyager Travel Direct | 3 |
| Others | 89 |
| Cruise Specialists | |
| Cruise Hols (Global Cruising) | 17 |
| Fred Olsen (Go Cruise) | 58 |
| The Cruise Village | 5 |
| Total | 1878 |

MARCH 2024

TRAVEL AGENTS

| Travel Agents | Travel Shops | | | |
|---------------------------------------|--------------|----------------|-------------|-------------|
| | Full Supply | Limited Supply | B & T* | Total |
| American Express | 1 | 0 | 15 | 16 |
| Carlson Wagonlit Travel | 0 | 0 | 11 | 11 |
| Co-op Travel | 157 | 3 | 18 | 178 |
| East of England Coop | 13 | 0 | 0 | 13 |
| Fred Olsen Travel | 19 | 0 | 7 | 26 |
| Flight Centre | 16 | 0 | 177 | 193 |
| Global Travel Group | 85 | 12 | 59 | 156 |
| Hogg Robinson Travel | 0 | 0 | 10 | 10 |
| Independent ABTA Agents | 114 | 12 | 151 | 277 |
| Spear Travel | 12 | 0 | 0 | 12 |
| Millington Travel | 11 | 0 | 0 | 11 |
| Perfect Getaways (Midcounties) | 3 | 0 | 4 | 7 |
| Travel Company | 0 | 0 | 7 | 7 |
| TUI | 318 | 0 | 8 | 326 |
| Kuoni Retail | 0 | 0 | 1 | 1 |
| Hays Travel | | | | |
| Hays Travel Independent Group | 106 | 3 | 37 | 146 |
| Hays Travel Shops | 463 | 1 | 31 | 495 |
| Miles Morgan | 24 | 0 | 0 | 24 |
| Advantage | | | | |
| Advantage | 168 | 5 | 97 | 256 |
| Althams Travel Services | 31 | 0 | 1 | 32 |
| Dawson & Sanderson | 21 | 0 | 3 | 24 |
| Elite Travel Group | 24 | 2 | 4 | 30 |
| Travel House | 15 | 0 | 1 | 16 |
| Polka Dot Travel | 13 | 0 | 1 | 14 |
| Baldwins Travel | 10 | 0 | 0 | 10 |
| The Travel Network Group | | | | |
| Barrhead Travel | 79 | 0 | 3 | 82 |
| Lincolnshire Co-operative | 14 | 0 | 1 | 15 |
| Premier Travel/Travel Centre | 23 | 1 | 1 | 25 |
| Travel Trust Association | 99 | 5 | 41 | 145 |
| Worldchoice | 91 | 2 | 16 | 109 |
| Triangle Travel | 5 | 0 | 0 | 5 |
| Republic of Ireland Agents | 142 | 2 | 23 | 167 |
| IATA Agents (non ABTA/GTG/TTA) | 44 | 8 | 160 | 212 |
| Other Agents | 98 | 12 | 231 | 355 |
| Total | 2219 | 68 | 1119 | 3406 |