

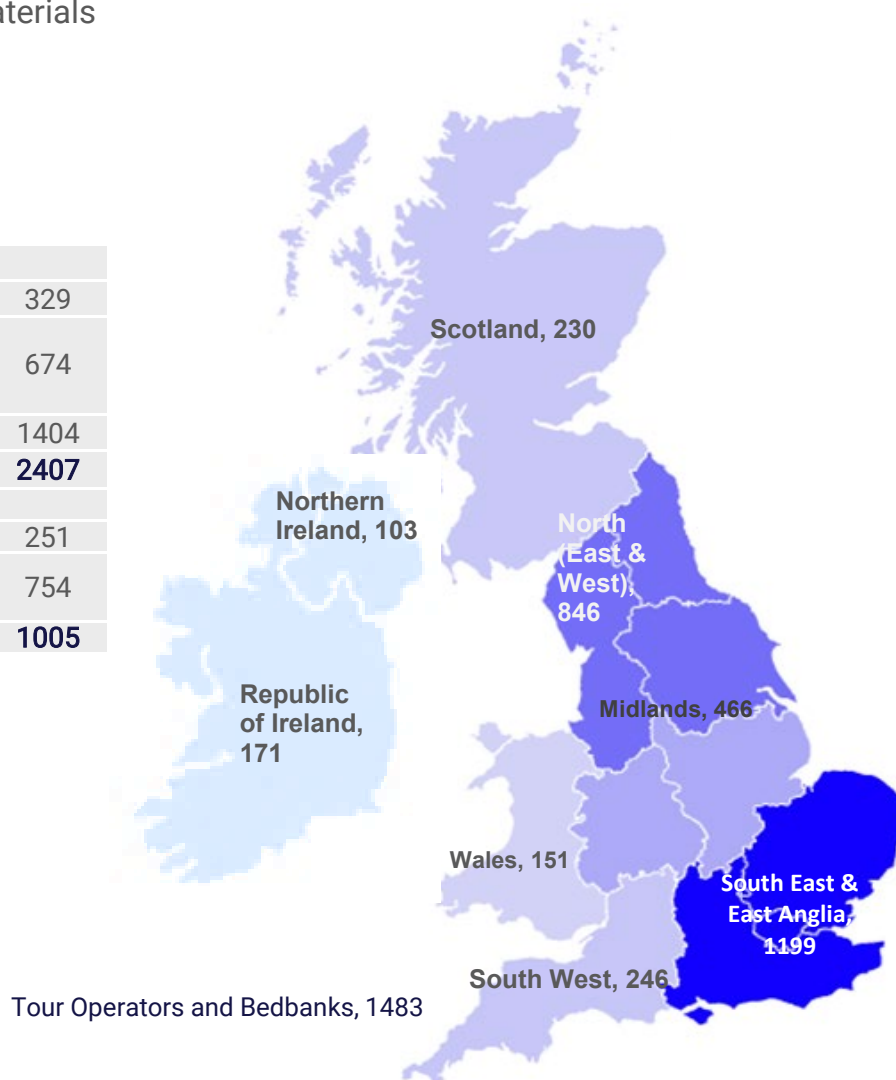
## TARGETING TRAVEL AGENTS: THE DATABASE

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

<b>Retail agents count: 3412</b>	
TUI	329
Hays Travel (inc. Independent Group, Travel Shops & Miles Morgan)	674
Rest of ABTA retail	1404
<b>ABTA total</b>	<b>2407</b>
<b>Non ABTA retail agents</b>	
Non ABTA, GTG & TTA agencies	251
IATA only, ATOL & other travel agencies	754
<b>Non ABTA total</b>	<b>1005</b>



TRAVEL AGENT BROCHURE DEMAND	ABTA Retail	Non ABTA GTG & TTA	IATA only (UK), ATOL & other travel agents	Republic of Ireland	Overall Total
Full Supply	1800	161	120	144	2225
Limited Supply	33	12	20	2	67
File Copy Only	132	49	198	17	396
No Brochures Required	420	26	242	6	694
Cruise Brochures Only	22	3	3	2	30
<b>Total</b>	<b>2407</b>	<b>251</b>	<b>583</b>	<b>171</b>	<b>3412</b>

# TARGETING TRAVEL AGENTS: THE DATABASE

\*B & T = Business Houses & Telesales.

## HOME WORKERS

Affiliates	Total
ABTA Home Workers	41
Brilliant Travel (Barrhead)	18
Broadway Travel	15
Co-operative PTA	2
Designer Travel	59
Explorer Travel	50
GTG Home Workers	94
Hays Travel	108
Holiday Direct	6
Holiday Experts	9
Holiday Please	50
Independent Travel Experts	55
Independents	150
Not Just Travel	286
Phone and Fly (Fleetway Travel)	6
PTA Midcounties	177
Spear Travels	12
Superior Travel	6
Travel Counsellors	539
Travel PA	33
TTA Home Workers	73
Voyager Travel Direct	3
Others	98
<b>Cruise Specialists</b>	
Cruise Hols (Global Cruising)	17
Fred Olsen (Go Cruise)	57
The Cruise Village	5
<b>Total</b>	<b>1969</b>

JANUARY 2025

## TRAVEL AGENTS

Travel Agents	Travel Shops			
	Full Supply	Limited Supply	B & T*	Total
American Express	0	0	15	15
Carlson Wagonlit Travel	0	0	11	11
Co-op Travel	152	3	20	175
East of England Coop	13	0	0	13
Fred Olsen Travel	23	0	7	30
Flight Centre	17	0	177	194
Global Travel Group	88	11	57	156
Hogg Robinson Travel	0	0	10	10
Independent ABTA Agents	113	12	153	278
Spear Travel	12	0	0	12
Millington Travel	12	0	0	12
Perfect Getaways (Midcounties)	4	0	3	7
Travel Company	0	0	7	7
TUI	321	0	8	329
Kuoni Retail	0	0	1	1
<b>Hays Travel</b>				
Hays Travel Independent Group	119	3	37	159
Hays Travel Shops	459	1	29	489
Miles Morgan	26	0	0	26
<b>Advantage</b>				
Advantage	165	5	99	269
Althams Travel Services	32	0	1	33
Dawson & Sanderson	19	0	3	22
Elite Travel Group	23	2	4	29
Travel House	13	0	1	14
Polka Dot Travel	13	0	1	14
Baldwins Travel	11	0	0	11
<b>The Travel Network Group</b>				
Barrhead Travel	80	0	3	83
Lincolnshire Co-operative	13	0	1	14
Premier Travel/Travel Centre	23	1	1	25
Travel Trust Association	99	5	39	143
Worldchoice	90	2	16	108
Triangle Travel	5	0	0	5
<b>Republic of Ireland Agents</b>	142	2	23	167
<b>IATA Agents (non ABTA/GTG/TTA)</b>	44	8	160	212
<b>Other Agents</b>	94	12	233	339
<b>Total</b>	<b>2225</b>	<b>67</b>	<b>1120</b>	<b>3412</b>