

## The **power** of partnership

Being part of a consortium enables independent travel businesses to work together and share in the benefits and opportunities that come from a unified approach. Along with providing invaluable tools and support, our consortium is the springboard independent travel companies can use to grow and thrive in the competitive travel market. Will your business be next?

If you're passionate about travel, focused on growing your business and proud of your independence, then you're the perfect candidate for becoming a member of The Co-op Consortium.

This brochure will cover everything you need to know about us and why you should join the UK's only independent co-operative travel consortium.



# We are **The Co-op Consortium**

**Let us be your partner of choice...**

**“We are built on strong independent values”**

This makes us perfectly positioned to provide exceptional support and services to independent travel agents, enabling you to operate a thriving and successful business.

**“We share the values of our travel agents”**

A partnership with us gives travel businesses the freedom to retain their independence, whilst taking advantage of the strength and support of a consortium. This enables you to develop your position as a leading independent travel business, whilst still keeping a focus on your customers.

**“We offer a tailored and bespoke service”**

As independent businesses, we understand the importance of dedicating time to everyone individually. This ensures all our members are presented with the right tools and support to suit their individual business.

Already our members have welcomed new opportunities to their businesses; allowing them to develop good relationships with tour operators in order to bring their customers the best deals.





## Why are we **different?**

### **We are the UK's only independent co-operative travel consortium**

It's a simple fact that we are not owned or run by shareholders or financial investors. To our members, this means we are flexible as to which travel operators you can promote to your customers: opening up a diverse offering of holidays and packages to attract a wider audience.

Our aim at The Co-op Consortium is to support our members in achieving successful business growth. With our many years of experience in travel and with the backing of The Midcounties Co-operative, the largest independent Travel co-operative in the UK, we are proud to have launched our own consortium.



# Getting started is **easy**

## **Bring your passion for travel**

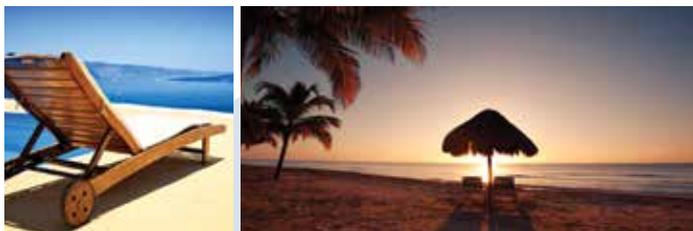
Whether you're a new or established business, high street or call centre operation, we will support you in every way possible.

Start your journey with The Co-op Consortium and you will receive exceptional service from an already well established travel organisation.

### **Contact our team on:**

**0800 093 7510 / 01922 619616**

**[travelcentraloperations@cooptravel.coop](mailto:travelcentraloperations@cooptravel.coop)**









# Promoting your business is key

## Marketing

Being part of The Co-op Consortium, you'll soon find yourself with lots to share with your customers, from the latest holiday deals to fast and hassle-free booking. With our expert marketing and technological support, we'll help you get your offering out there for your customers.

In such a fast moving and ever changing industry, we have developed a way of working that makes sure the everyday running of your business is simple and efficient. This enables you to concentrate on increasing sales and developing your business.

We offer a bespoke marketing toolkit that will help you develop successful point of sale and tactical promotional campaigns. Whether you're looking to stand out through eye-catching window displays and point of sale, compelling direct mail marketing or product-led emails, we'll help you to achieve all of this.

## Support and system training

**Offering expert training solutions to support you and your business every step of the way.**

We have a range of travel systems through leading travel technology suppliers with dynamic packaging search engine facility, easy access to your customer database and a comprehensive range of management reports to enable you to have full control over your business on a day-to-day basis.

Once you become a member of The Co-op Consortium, a member of the team will visit you to go through your system training. This ensures right from day one, you know you have the support you need to ensure your business is a success. Members will also have access to a dedicated Operational Support team who are experts in the travel technology we use and are available to help with any queries.









# Travel protection for you and your customers

## **ABTA and ATOL accreditations**

### **ABTA protection – the most recognisable travel association**

Enjoy the benefits of The Co-op consortium ABTA membership without the need to provide individual bonding or membership fees. When your application is complete you will be notified of your new ABTA number provided by The Co-op Consortium. Once issued we naturally expect our members to explain the importance of ABTA membership to their customers and to adhere to both the ABTA code of conduct and our terms and conditions of trading.

### **ATOL and dynamic packaging**

The growth in dynamic packaging is a major feature of the travel industry in the UK and we recognise the importance of an ATOL facility for our members to create their own holiday packages, secure in the knowledge that all the arrangements are legal and guidelines adhered to.



# **Build** a business to be proud of

## **Benefits**

Every service we offer is of the highest quality and, most importantly, tailored to the independent travel market. This ensures our members can focus on building sales and expanding their business.

## **Reduce administration and overhead costs**

We recognise that efficient administration costs money and time, therefore through our centralised payment system you will enjoy huge savings. This relieves you from the responsibility of meeting deadlines and monthly returns, leaving you free to concentrate on increasing sales and developing your business.

## **Join The Co-op Consortium for top deals with major tour operators**

You are joining a team who can escalate your buying power within a network of leading tour operators. A list of base deals will be provided, plus regular updates of offers, and a stream of tactical deals from our tour operator partners.

## **In-house intranet**

Get up-to-date information on all subjects relating to the day-to-day running of your business.

## **Save on bank charges**

You will benefit from a sustainable reduction in bank charges, which would normally apply in respect of payments, to principals, tour operators and insurance companies.

## **PDQ technology**

We provide all members with a PDQ machine for credit, debit and charge card payments from customers.

## **Annual conference**

We will hold an annual conference for our members to meet The Co-op Consortium management and support teams. We also invite guest speakers and representatives from our key tour operator partners.





Start your journey with us today

**Contact our team on:**

**0800 093 7510 / 01922 619616**

**[travelcentraloperations@cooptravel.coop](mailto:travelcentraloperations@cooptravel.coop)**

**[www.coopconsortium.co.uk](http://www.coopconsortium.co.uk)**

Part of The Midcounties Co-operative Limited  
Registered in England as an Industrial & Provident Society under no. IP19025R  
Registered office: Co-operative House, Warwick Technology Park, Gallows Hill,  
Warwick, CV34 6DA  
Head Office: The Waterfront, 62 Wolverhampton Street, Walsall, WS2 8DD

