

Avoya Announces New Marketing Platform, Partnership at 2016 Conference

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Avoya Travel recently wrapped its annual Avoya Travel Conference. Here's a look at the key announcements.

Avoya Travel recently wrapped its annual **Avoya Travel Conference**, which was held May 2 - 6 at **Club Med Sandpiper Bay** in **Port St. Lucie**, Florida. The event attracted independent agencies in the **Avoya Travel Network**, suppliers, industry leaders and, for the first time, media attendees. Avoya executives took to the stage with new announcements as the company continues to expand its services and network of key partners, premier suppliers and independent agencies.



Photo by Club Med

This year's conference celebrated 2015 as the highest earning year to date for Avoya and independent agencies in the Avoya Network, with repeat customers up by 19 percent in Q1 2016.

Major news from the event included:

Partnership with the Priceline Partner Network

Avoya announced that it has added the **Priceline Partner Network**, a business unit of priceline.com, to its roster of suppliers. Independent agencies in the Avoya Network will be able to offer their customers air, car and hotel options as part of their services. Independent agencies will have access to Priceline Partner Network's database. These Avoya branded bookings will be fully integrated and powered by Avoya's agency operating system, Agent Power.

Avoya's Agency Marketing Platform (AMP)

Avoya also unveiled a new marketing platform, **AMP**, that will be meant to amplify the marketing reach of independent agencies in the Avoya Network. Currently in its beta version, AMP will provide advanced marketing capabilities to independent agencies, including personalized email, social media, and collateral features. The platform will assist independent agencies in driving

incremental bookings and revenue with customers they already have. The new platform is slated to roll out in Q3 of this year and will initially be offered at no cost to members in the Avoya Network.

Avoya's Consumer Brand Platform Beyond The Web

Avoya continues to invest in its consumer-facing brand platform, **Beyond the Web**. The next chapter for Beyond the Web will expand Avoya's presence through a variety of new strategic initiatives including one-to-one marketing, digital advertising, original content, social media, and industry co-operative partnerships.

Agent Power 6

This year, Avoya is unveiling **Agent Power 6** (AP6), which will include new enhancements to the system, offering a sleeker and more responsive design for easy-to-navigate functionality and a faster user experience across all mobile platforms.

The five-day Avoya Travel conference also included a partnership with Florida-based **Hunger Fight**. The organization donated 75,000 meals (with almost 50,000 packed by conference attendees) to help children and families in need.

Avoya team members, Independent Agencies, suppliers, industry leaders and key press closed with the **Chairman's Cocktail Party & Dinner** in honor of Avoya's co-founders, **Pat and Pal Anderson**.

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