



INDEPENDENT AGENTS VOTE TIPTO TIP TOP

Independent travel agents have given a resounding endorsement to the activities of TIPTO (Truly Independent Professional Travel Organisation).

Retailers have highly-rated the marketing consortium's roadshows and website, citing them as key tools in helping them in their day to day work.

The thumbs up comes in the results of a survey of all 3,400 independents registered with www.tipto.co.uk. More than three-quarters of agents responding said TIPTO's roadshows were either very important or important to them, while a further 19 per cent rated them 'vital'. TIPTO's website received an almost identical rating, as did the online training programmes of the 17 TIPTO member companies.

Just over a third of agents also said special client offers made by member companies through TIPTO were 'vital', with more than 60 per cent saying they were very important or important.

The survey also asked agents to rate the quality of TIPTO's activities and 75 per cent said its roadshows were better than other travel industry roadshows. All aspects of the website, including content, overall layout and competitions were rated "great" by more than half of agents.

TIPTO member companies were also surveyed, with 85 per cent of respondents rating roadshows as 'vital' and two thirds saying the website was a "very important" benefit of membership.

More than a third said their membership package was 'very good value' while an identical number scored it 'good value'. A further 16 per cent said it was 'excellent value'.

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TIPTO Chairman Graham Balmforth (Superbreak) said the results proved the organisation was well on track and the feedback on value was important for new member recruitment.

He added: "In these difficult times, companies will be closely watching where to invest their marketing spend and we believe we continue to offer an outstanding return on investment and collectively offer services which many companies could not afford on their own.

Balmforth added: "We always knew we were doing well in the eyes of our independent retail partners and members but the level of positive feedback has delighted us. It's great to know we are hitting the mark in helping agents do their job.

"We have also had valuable feedback in how we can further enhance the website, with agents telling us they want to be able to increasingly use it as a central information source. As we move into our next year of activity, this will be a priority. We will be budgeting to make a further significant investment in the website."

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