



### **YOUTRAVEL.COM COMMITS £200,000 TO TRADE RELATIONS IN 2010**

Accommodation firm youtravel.com has pledged £200,000 to be invested in a raft of trade-facing activity this year.

The trade accounts for the large majority of youtravel.com's sales and it is totally committed to developing these relationships.

At least two fam trips to Greece, in conjunction with Aquis Hotels and Resorts, are planned for the Spring for approximately 30 agents, as well as a series of one-on-one training events tailored to specific agent's needs.

On top of this youtravel.com will maintain its high profile presence at The Travel Convention where it has sponsored the industry football match for the past three years.

Its invitation only VIP trip will go ahead once again towards the end of the year, where top performing suppliers and agents and their partners are hosted by the youtravel.com management team as a means of thanking them for their support.

UK sales and marketing director Paul Riches said: "Investing in our trade relationships forms a crucial part of our business plan. We're a trade-facing company and want to do all we can to work with current and future agent partners to enhance our growth."

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