



Youtravel confirms switch back to principal

6 December 2012

The Youtravel.com Group has reverted to principal status, 'reaffirming its commitment to providing superior quality and customer service to its trade partners'.

It said the move was a further step towards alignment with the FTI Group, which took an 85% stake in Youtravel.com in June. Munich-based FTI Group includes the fourth biggest travel operator in Germany, FTI Touristik.

Youtravel was the first UK accommodation-only provider to adopt principal status when it launched in 2006 and one of the last bedbanks to switch to agent status earlier this year.

However, a review of its business model, integration with FTI's operation and its 'commitment to customers' have led management to revert to principal status.

Youtravel.com said the move would provide its trade partners with the benefit of additional security, because as the principal it is the party that is contractually bound to the consumer. Principal status will also enable Youtravel.com to offer further reassurance to its contracted travel agents in the areas of insurance cover for liability claims and health and safety.

Group chief executive, Ioannis Kent, explained: 'This new commitment to principal status will enable us to provide better service, more assurance and differentiate Youtravel amongst our competition as we expand the network of Youtravel.com.'

'We will continue to offer our trade customers excellent prices and availability not only through the Mediterranean but also new long-haul destinations which we are continuously adding.'

'We have a renewed focus on building and enhancing powerful systems to fulfil the requirements of our distribution partners, working closely with our sister company Meeting Point International and their local offices across all our destinations.'

Youtravel.com currently offers agents access to 4,000 hotels worldwide.

[Click here](#) for full details of the principal move.