



PRESS RELEASE
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Travel Counsellors has phenomenal sales start to 2008

Travel Counsellors has achieved record sales of over £70 million for its first quarter of the year (1 Jan – 31 March 2008). This is an impressive 15% increase on the previous year, with company turnover of over £250m forecast for the financial year ending 31 October, an 18% increase on 2007.

The award winning company has also hit sales of over £1m in a day a record breaking 31 times so far this year, compared to reaching this figure ten times in the whole of 2007. Travel Counsellors' best sales day was reached on 11 January, achieving over £1.5m worth of sales, a 14% increase on the same day last year, which was also the best sales day for 2007.

The company's own dynamic packaging system Phenix also achieved soaring sales, with over £13 million worth of bookings made through the system in the same period, a 50% increase on last year.

Travel Counsellors Managing Director Steve Byrne comments; "Despite reports of doom and gloom on the high street these fantastic sales figures show that there is a huge market for agents that provide an exceptional customer service, running their own businesses as part of the Travel Counsellors family. We are dedicated to supporting each individual Travel Counsellor so that they can concentrate on what they do best – selling. This model is a proven success and we continue to watch the business go from strength to strength as more travel professionals take control of their own destinies, running their own successful franchises as part of Travel Counsellors."

Travel Counsellors now has agents operating throughout the UK, Ireland, the Netherlands, Germany, the USA, Australia and South Africa, with further overseas expansion planned. This phenomenal first quarter has also been reflected in these overseas operations, with sales in Ireland up by 38% compared to last year. Travel Counsellors Netherlands has also seen its sales increase by a whopping 123%, with 51 agents now operating throughout the country.

Byrne adds; "We are a truly global travel company, and have developed the tools and technology to communicate and support our Travel Counsellors around the world. As the company continues to expand we are dedicated to ensuring we maintain the unique family ethos that makes Travel Counsellors so special and I would like to thank each and every one of our agents for their contribution to these fantastic sales figures and in ensuring Travel Counsellors' continued success."

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About Travel Counsellors: Travel Counsellors PLC is one of the UK's largest independent travel companies with turnover at the end of its last financial year (Oct 31 2007) of £212 million, a 21% increase year on year. Founded in 1994 it currently has over 900 travel consultants who work from home with the support of over 200 staff at the company's head office in Bolton. The company operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia and the US. In the UK Travel Counsellors places all customer money in a Trust account which guarantees a 100% refund in the event that a supplier collapses. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003-2008, the technology category of the 2005 CBI Growing Business Awards and was voted Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited in 2006 & 2007.



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