

## **PRESS RELEASE**

**22 January 2007**

### **Travel Counsellors smashes previous records this January**

#### **Sales of over £1 million for four days!**

Travel Counsellors beat its previous highest selling record day by £300,000 on 9 January, achieving over £1 million worth of sales in a day for the first time ever. Not content with smashing just one sales record, the UK's leading independent travel agency then went on to record three more best ever sales days, reaching over £1million on consecutive days, peaking to a new record of £1.316 million on Friday 12 January.

Of the total sales for the highest day, Friday 12 January, over £250,000 worth of bookings were made after most high street shops closed.

During these busiest ever day's trading, sales reached an average of £100,000 per hour, with £150,000 of the total each day sold through Travel Counsellors dynamic packaging system, Phenix.

The total number of bookings contributing to the staggering sales total on Friday 12 January was 714, with the average booking value at £1,839, 3% up on the same day year on year. The average commission achieved by each Travel Counsellor was up 13% year on year.

Up to 12 January, sales in Ireland have already exceeded the total for 2006 and are on track to be €1million in January alone. Launched in Southern Ireland in 2005, there are currently 26 Personal Travel Counsellors operating in the country.

Sales Director Malcolm Hingley said "I would like to thank each and every one of our individual Travel Counsellors to their contribution to this fantastic sales figure. The way our company is set up means that we are only successful if they are successful, and today they have outdone themselves."

Managing Director Steve Byrne added "Travel Counsellors is the only home based travel agency that specialises and focuses on supporting each individual agent to develop their business through the sheer power of the service that each agent provides and by marketing themselves in their local area. Our fantastic start to the New Year demonstrates that there is huge market for agents that provide exceptional customer service with the unparalleled back up and support of Travel Counsellors plc."



Travel Counsellors have been assisted by the Company's first television advertisement which airs nationwide from January 2007 and stars Northampton based Travel Counsellor Judi Carr, with a voiceover by Sean Bean. The advert which will reach over 7m people in January is raising awareness of the Travel Counsellors brand, benefiting each and every Travel Counsellor.

Sales at Travel Counsellors PLC are 27% up since the start of its financial year on 1 November 2006 and the Company is forecasting total sales for the year ending 31 October 2007 of £210m, a £35m increase on the previous year.

For more information visit [www.travelcounsellors.co.uk](http://www.travelcounsellors.co.uk)

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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 312006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 720 travel consultants who work from home with the support of over 120 staff at the company's head office in Bolton. 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. The company also operates in Ireland, the Netherlands and the US. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003, the technology category of the 2005 CBI Growing Business Awards and was voted 2006 Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited.

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