

PRESS RELEASE

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Travel Counsellors' 100th TCTV webcast attracts record number of viewers

A record number of Travel Counsellors' home based consultants tuned in to its 100th ever edition of Travel Counsellors Television (TCTV), which was broadcast live on Thursday night (March 9).

In total 380 consultants of a total 586 watched the show live. A regular edition of TCTV – which takes place every Wednesday morning at 10.30am – normally has around 250 viewers watching the show as it happens, with the remainder of its home-based Counsellors watching the show back in their own time via the company intranet.

The 100th show – which was broadcast from the company's Bolton head office at 6pm - was sponsored by Emirates with the airline's key accounts manager north Trish Routledge making a guest appearance on the sofa and Emirates north west sales executive Nikki Harrison in the audience. Emirates gave away a pair of Dubai tickets in a live phone in which was won by Bristol based Personal Travel Counsellor Sara Stone.

The live studio audience included a number of existing Travel Counsellors including Gill Peach, Jan Marshall, Margot Roantree, Heather Rigby and Andrew Lowe along with new starters, Ellouise Cullinan, Sam Bennett, Ruby MacPherson and Tracy Johnstone.

Travel Counsellors first started webcasts to its home-based consultants in October 2003 as a way of staying in contact with its nationwide network of agents and making sure they are kept up to date with company initiatives and announcements. Travel Counsellors opened its 100th show with footage from the first ever edition of TCTV to show how the concept has improved during that time.

Since the first show in 2003 the TCTV concept has gone from strength to strength. The company has launched recruitment TCTV, a live quarterly broadcast for experienced travel consultants interested in finding out more about Travel Counsellors and the working from home concept. Webcasts are also an important part of e-TC, Travel Counsellors' monthly consumer ezine, which features recorded discussions between e-TC editor and travel journalist Alison Rice and travel journalist Simon Calder. These discussions are filmed in Travel Counsellors' purpose built TCTV studio at its Bolton head office.

The ground-breaking TCTV concept led Travel Counsellors to win the 2005 Technology in Business category of the prestigious CBI Growing Business Awards.

Commenting on the importance of TCTV, Travel Counsellors chairman David Speakman said: "It is particularly important at a time when the company is continually announcing new initiatives and expanding so rapidly that each and every one of our 586 Travel Counsellors both in the UK and overseas feels included and knows how much they are valued. It is absolutely vital to us that our home based consultants are kept up to date and informed on company strategy, and it is also important that as we grow we retain the unique family ethos that makes Travel Counsellors so special. TCTV is an important tool in helping us do that."

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EDITOR'S NOTES: Travel Counsellors PLC is one of the UK's largest independent travel agencies with turnover at the end of its last financial year (Oct 312005) of £150 million, a 17% increase year on year. Founded by chairman David Speakman in 1994 it currently has over 560 travel consultants nationwide who work from home with the support of over 110 staff at the company's head office in Bolton, Greater Manchester. During 2005 it also expanded into Southern Ireland, where it now has 15 consultants and the Netherlands, where it has six consultants to date. Travel Counsellors prides itself on the exceptional levels of personal service it offers its clients, a fact that was recognised in 2003 when it received the prestigious Queen's Award for Enterprise. Travel Counsellors places all customer money in a Trust account, administered by the Barclays Bank Trust Company, which guarantees a 100% refund in the event that a supplier collapses.



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