



PRESS RELEASE

28 June 2007

Travel Counsellors celebrate record sales day in June

Travel Counsellors celebrated its best ever day in June in the company's history, achieving sales of over £1 million and beating the same day last year by £360,000.

On 26 June the company's 780 plus agents achieved sales of £1.11 million, reaching an impressive average of £100,000 per hour. Over £160,000 of these sales were made through the company's dynamic packaging system Phenix.

Travel counsellors made a total of 612 bookings over the course of the day, with the average booking value at £1,809, 5% up on the same day last year. Over £250,000 of these bookings were made in the evening after most high street shops closed. The average commission achieved by each Travel Counsellor was up 18% from last year.

Sales Director Malcolm Hingley said "I would like to thank each and every one of our individual Travel Counsellors for their contribution to this fantastic sales figure. It really reflects our agents' dedication to providing the highest level of service to their clients. All our Travel counsellors should be very proud of themselves."

The company's sales continue to increase year on year, with sales in June leading up to the record day reaching £14.7 million, a 23% increase for the same month last year. Sales at the company are 24% 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.

Managing Director Steve Byrne adds; "We are really pleased with our progress this year and our continued focus in growing our core business in the UK. The success of our Travel Counsellors shows there is a future for the very best agents off the high street working as Travel counsellors in their own home."

The increase in sales in June has also been prompted by the company's innovative marketing tools. The company have just launched their on-line version of TC magazine following the success of its printed publication, which has just had its third edition published. The magazine includes features from some of the UK's most experienced travel writers and pulls the best tips and advice from the company's own agents. This means that Travel Counsellors can send both the printed and on-line version to their customers, giving them yet another unique marketing tool to promote themselves to clients.

For more information visit 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 31 2006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 780 travel consultants who work from home with the support of over 150 staff at the company's head office in the UK. The company also operates in Ireland, the Netherlands, Germany, South Africa, Australia and the US. 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 2006 Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited. In 2007 the company won the Accenture Innovation Award and the Outstanding Achievement Award at the Travel Weekly Globe Awards.

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