



PRESS RELEASE
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Travel Counsellors Canada Announces New General Manager

Travel Counsellors has announced that Anita Emilio will be appointed as General Manager of Travel Counsellors Canada.

Having previously held senior positions at Gap Adventures, Travel CUTS, and Flight Centre Canada, Emilio brings ten years industry experience to the role, providing proven positive and passionate leadership to teams located across Canada.

Global CEO Steve Byrne comments: "We are delighted to welcome Anita to Travel Counsellors. She shares our values and believes in our vision to build the best travel agency in Canada by recruiting the best agents and empowering them to be the best that they can be. Her energy, proven experience and intellect combined with our unique focus and skills in helping agents build lasting relationships with their customers, will enable us to establish a clear leading position in the Canadian home based market.

The company, which operates in seven countries and supports 1,200 home working travel agents worldwide, has seen international sales increase by 100% on last year.

Commenting on her role Anita says: "I know that Travel Counsellors will continue to be a huge success here in Canada and I am delighted to have been given this opportunity to build on what has already been achieved by the team."

Since the start of its financial year (1 Nov 2009), Travel Counsellors has achieved total group sales of over \$234million CAD, a 36% increase on the previous year, and total group sales are forecast to increase from \$380million CAD in the last financial year to \$486million CAD this year.

The company's agents are also reaping the benefits of these booming sales, with the average income per Travel Counsellor up by 20% worldwide.

Steve adds; "Our unique focus on recruiting professional, experienced, full time agents and empowering them with cutting edge technology and inclusive support allows them to become the customer's trusted friend and professional travel adviser. We provide customers with a new way of booking their holidays and corporate travel, and we offer the best agents in Canada the way forward, working from home as a Travel Counsellor."

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About Travel Counsellors: Travel Counsellors is one of the largest independent travel companies with turnover at the end of its last financial year (Oct 31 2009) of \$380 CAD million. Founded in 1994 it currently has over 1,100 travel consultants who work from home with the support of over 170 staff at the company's UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In 2007 the company won the Accenture Innovation Award and the Outstanding Achievement Award at the Travel Weekly Globe Awards. 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 & 2009.

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