



**PRESS RELEASE**  
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## **TRAVEL COUNSELLORS AUSTRALIA CELEBRATES WINNING FORMULA**

Travel Counsellors Australia continues to reap the benefits of the global company's winning formula, reporting a spectacular 84% increase in sales in the first six months of this year, compared to the same period in 2009.

The Australia arm of the international business has enjoyed seven out of ten of its best sales days in 2010, and has already smashed its total sales for last year with sales to-date of \$23m, compared to a total of \$19m as reported on 31 October 2009. Total sales for this year are forecast to be \$50m.

Overseeing the company's Australia division from its head office in Melbourne is acting General Manager Cathy Burke. Burke lends 30 years experience in the travel industry to her colleagues in Australia, and has spearheaded the success of Travel Counsellors Ireland since it's set up in 2005.

Burke comments; "I know that Travel Counsellors will continue to be a huge success here in Australia and I am delighted to have been given this opportunity to build on what has already been achieved by the team. I'm very much looking forward to working with our head office and Travel Counsellors to build on the expansion they have enjoyed since the successful launch of the business in 2007."

The company, which operates in seven countries and supports 1,200 home working travel agents worldwide, has seen total group sales increase 32% year so far this year, with international sales increase by 100% on last year. The Company's agents are also reaping the benefits of these booming sales, with the average income per Travel Counsellor up by over 20% worldwide.

Travel Counsellors' CEO Steve Byrne says; "We are very different from other travel agencies and home based models. We only want to recruit the best agents; we provide totally inclusive support including all administration and we are experts in helping our Counsellors build lasting relationships with their customers. That is why we consistently receive a world-beating score of over 90% for customer satisfaction, making Travel Counsellors one of the best companies in the world for customer loyalty. Cathy knows the business inside out and she is doing an invaluable job in ensuring our values are embedded into the business, whilst we search for a new General Manager for the longer term who will take what is already a fantastic business with great people, to the next level.

**ENDS**

### **EDITOR'S NOTES**

About Travel Counsellors:

Travel Counsellors Australia is a member of the TCF. Travel Counsellors is the world's largest home-based travel company with turnover at the end of its last financial year (Oct 31 2009) of \$443 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 and overseas offices. The company operates in Australia, UK, Ireland, the Netherlands, South Africa, Canada and the US. Travel Counsellors Australia was established in 2007 and currently has 110 Travel Counsellors. Our head office in Australia is in Melbourne.



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