



**PRESS RELEASE**  
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## **Travel Counsellors Celebrates Success – 100 TCs**

Travel Counsellors, the world's largest home-working Travel Company and market leader in South Africa is going strong.

This week local Director William Puk welcomed 9 new Travel Counsellors to the TC family bringing the total number of Travel Counsellors in South Africa to 100. With further recruits scheduled to join in both February and March, the number is very much on schedule to reach 150 by the end of the year.

The new Travel Counsellors are: Cherilyn Barbour, Desiree Els, Donna Powell, Kirsty Shelley, Lucia Bellairs, Roshnee Govender, Ronel Blom, Shornette Rodrigues, and Wendy O'Connor and like their colleagues before them, they were required to undertake and successfully complete a 3 day induction programme at the companies head office in Cape Town, which includes training on the company's ground-breaking dynamic packaging system, Phenix.

William says; "We truly believe that we have the best home-working franchise model in South Africa which has been carefully built up over 16 years, firstly in the U.K. and then in other countries that we operate in. The fact that we have only been operating in South Africa since mid 2007 and have made such huge strides is testament to the professionalism and brilliant support that we are able to provide to all our Travel Counsellors which has enabled them to develop a grow successful businesses of their own.

Our model is to recruit only the most experienced travel professionals, provide them with outstanding tools and technology, take care of all their back office admin and leave them free to spend more time to engage and wow their customers. Our Travel Counsellors are the best of the best and they go all out to offer a concierge service to their clients at a time and place that is convenient to them. This is proving so successful that Travel Counsellors are now mainly growing their business through personal recommendation and client referrals.

There is also a real community spirit in the company which is supported by our own in-house TCTV broadcasts plus regular competitions, electronic message boards, weekly webcasts, conferences, training programmes and regular meetings.

### **ENDS**

**About Travel Counsellors:** 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 £255 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 the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. 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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