



## **PRESS RELEASE**

**5 April 2007**

### **Travel Counsellors Conference is Coming Home!**

Travel Counsellors will hold its 2007 Conference in the thriving city of Manchester, just 12 miles from its head office in Bolton.

The conference will take place from November 23-25 at the recently re-branded 'Manchester Central', previously known as Manchester International Convention Centre and GMEX. This unique convention complex, right in the heart of one of the UK's most exciting and dynamic cities, will cater for an expected 1,200 attendees at the event including the Company's Travel Counsellors, their partners and head office staff.

The Company has once again seen an amazing response from its Travel Counsellors eager to book for the conference. Every year its consultants compete with each other to be the first to book – and this year has been no different. The intranet conference booking system opened at 11am on 5<sup>th</sup> march, with 165 Counsellors booking within the first ten minutes and 274 by the end of the first hour. Cheryl Harradine, based in Cambridge was the very first Personal Travel Counsellor to book a place – completing and submitting her online registration form in 1 minute and 21 seconds.

By the end of the day over half of the company's 740 agents in the UK, Ireland and overseas had managed to book their place, with the most popular hotel, the Radisson Edwardian selling out in under 3 minutes. The Company expects that over 90% of its consultants will attend the conference, making it one of the biggest agent events to take place this year.

Since outgrowing Bolton's De Vere Whites Rebok Stadium in 2004 the yearly conference has been held in a variety of locations, including on board Royal Caribbean's Voyager of the Seas last year. This year the exclusive event is being organised by recently appointed Events Co-ordinator Nicola Mortimer, who took on this brand new role to organise the wide range of Company events taking place across the globe.

"I am thrilled to be organising such an exciting event," says Nicola. "It's great to see such a fantastic response from our Travel Counsellors. This year the conference is going to be really special, and we have lots of other exciting events and activities up our sleeves."



Commenting on the fantastic response to the event Travel Counsellors Chairman David Speakman said: "Our Counsellors are passionate and enthusiastic about their jobs and I think that shines through in the way that they all to rush to book for our Conference at the earliest possible opportunity. We try very hard to keep in close contact with all our home based agents through initiatives such as TCTV and our regional events throughout the year, but it's impossible to replicate the fantastic atmosphere when everyone gets together at our annual event."

## **ENDS**

**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 740 travel consultants who work from home with the support of over 130 staff at the company's head office in Bolton. In the UK Travel Counsellors places all customer money in a Trust account which guarantees a 100% refund in the event that a supplier collapses. The company also operates in Ireland, the Netherlands 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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