



PRESS RELEASE

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Travel Counsellors Mini Conferences 2007

Travel Counsellors took to the road last week with a series of mini conferences. These exclusive events enabled the company's 740 plus home-based agents to get together in their nearest region and find out more about the latest news and innovations from the award winning company.

The five conferences, held in Bolton, Birmingham, Gatwick, Dublin and the Netherlands, saw over 500 of the company's agents in attendance and included presentations from Chairman and Founder David Speakman and Managing Director Steve Byrne, as well as news from other key head office staff in areas such as marketing and technology.

David Speakman talked in depth to the company's agents about Travel Counsellors' innovative strategic positioning within the travel market, highlighting the demise of the restricted holiday package and the growth of dynamic packaging, with the four majors now accounting for only 7.53% of gross sales in the last three months, compared to 10.46% last year. He spoke about the strength of the company's position in the industry as an independent and impartial travel agency able to offer the customer the best details and a bespoke customer service, which is reflected in the company's rapid international expansion and growing sales figures. The Company's overall turnover has increased from its 1993 level of £510,000 to over £175 million for the financial year ended October 31 2006, with forecast sales of £210million this year.

The Travel Counsellors also took part in a number of breakout sessions, introduced by the company to increase agents' knowledge and skills in different areas of the business. Within these sessions Travel Counsellors were informed on all the latest innovations from the company's groundbreaking Phenix dynamic packaging system, presented by the commercial team and headed by Commercial Director Kirsten Hughes. They were given demonstrations on how to use the wide range of marketing tools available to them to promote their business, including personalised e-shots and newsletters. Agents were also given advice on how to manage their personal finances by the company's Operations Director Karen Morris and Tracey Parkinson from the training and development team.

"As a Travel Counsellor mini conference is an absolute must for me," says Gold Travel Counsellor Michelle Leonard, who attended the conference at the Rebok stadium in Bolton. "Not only is it a chance for me to get together with my colleagues and head office staff, it provides me with updates on how we are performing as a company. It has given me an insight into our future technology and the way forward with all the necessary tools such as Phenix and our innovative contact centre.



"It's also great to hear about all the new and exciting developments planned within the company over the next 6 months prior to the annual conference. This day reinforces how special we are as a company and I have come away feeling totally motivated and ready to take on the world."

Commenting on the conferences Managing Director Steve Byrne says; "This is an exciting time for Travel Counsellors and it is important that we share our news and plans with all our Travel counsellors, who are the core of the company. Since our last conference we have seen significant developments in all areas of the business. Our sales are increasing year on year, and the technology available to our Travel Counsellors is constantly being developed. Our plans and direction for the business will drive our success further and enable our Travel Counsellors, who are the crème de la crème of the industry, to get the best support possible in order grow their businesses successfully. Our overseas operations are growing rapidly. We have doubled the amount of agents in the Netherlands, appointed three gold Travel Counsellors in Ireland and have recently welcomed our first two agents in Germany."

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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 740 travel consultants who work from home with the support of over 140 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, Germany 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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