



PRESS RELEASE

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Travel Counsellors smashes sales records this January

Travel Counsellors is celebrating after achieving its best ever sales in the company's 14 year history, with sales of over £1 million for five consecutive days and its highest ever selling record day.

The week commencing 7 Jan began the award winning company's record breaking week, peaking to a new record of £1.476 million on Friday 11 Jan, beating its previous best ever sales day by over £160,000 on the same day last year. The company then went on to have its second best sales day the following Monday with sales of over £1.325 million.

During these busiest ever days, sales reached an average of £120,000 per hour, with £215,000 of the total each day sold through Travel Counsellors dynamic packaging system, Phenix.

On Friday 11 Jan the total number of bookings contributing to the staggering sales figure was 740, yet another company record, with the average booking value at £2020. The company also experienced its best ever sales day for Phenix accommodation, with sales of over £140,000 contributing to the record figure.

Up to 15 January sales in the Netherlands operation have already exceeded the total for the same month last year, with the country's sales on course to hit over €1m for the first time in a single month since its launch in 2005, with 50 Travel Counsellors now operating throughout the country. These agents had their best ever sales day on Monday 14 Jan with record breaking sales of €111,538, as did the Travel Counsellors in the Irish operation who achieved sales of €148,473 on the same day. Launched in Southern Ireland in 2005 and with 30 Travel Counsellors, agents in Ireland are now on track to achieve €2 million in a month for the first time ever. Total sales in Ireland and Netherlands are expected to exceed €30m euros in the year.

Sales Director Malcolm Hingley said "I would like to thank each and every one of our individual Travel Counsellors for their contribution to this fantastic sales figure. Our agents are the crème de la crème of the industry and these news records reflect their professionalism and dedication to providing a unique customer service to their clients. This is a great start to the New Year and we expect this success to continue."

These records follow a fantastic year for the company in which its financial year (October 31 2007) ended with sales up by an impressive 21% to £212million from £175m in 2006. This year the company's sales are up by 17%. Travel Counsellors now has Travel Counsellors operating in seven countries including the UK, increasing its number of consultants by 24% this year from 694 to 860 and also managing to maintain one of the highest staff retention rates in the industry – with 90% of people joining the company, staying with the company.



Managing Director Steve Byrne added "We are delighted to have seen such a fantastic start to the year for our Travel Counsellors. As a company we are dedicated to supporting each individual agent so they can develop their businesses through providing an exceptional level of customer service, whilst enjoying the flexibility and benefits of running their own home based travel businesses. As the company has expanded we have always ensured that we do not neglect our existing agents, employing more head office staff to support them and constantly improving our resources including IT and marketing technology. We look forward to another great year for the business."

Travel Counsellors operates in the UK, Ireland, the Netherlands, the US, launching in Germany, South Africa and Australia last year, with overseas operations now accounting for 15% of the company's business. The company forecasts turnover of £250 million for the next financial year, and a projected turnover of £310 million for 2009.

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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 2007) of £212 million, a 21% increase year on year. Founded in 1994 it currently has over 860 travel consultants who work from home with the support of over 170 staff at the company's head office in Bolton. The company operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia the US. 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. 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.

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