



PRESS RELEASE

26 June 2007

Travel Counsellors Scores to Success

Award winning travel company Travel Counsellors has achieved the ultimate in customer satisfaction by gaining a record-breaking score of 96% in their recent customer survey.

The survey has been taken from business expert and bestselling author Fred Reichheld's 'The Ultimate Question', which uses one question to determine a business' performance and profitability. Travel Counsellors is the first company to achieve an impressive overall score of 96%, beating the previous record of 81% achieved by Harley-Davidson.

Travel counsellors' customers were asked the question 'How likely is it that you would recommend your Travel Counsellor to your friends and colleagues?' with the answer scaled from 1 to 10. Since January Travel Counsellors has received over 4,600 completed questionnaires, with over 4,400 receiving top scores of 9 or 10 from their customers.

"The fact that my customers want to recommend my services to their friends and family confirms to me that I am doing things right," says Travel Counsellor Caroline Howden, who has a 100% track record score from her customers. "It is very rewarding and makes all the hard work worthwhile. With Travel Counsellors customer service always comes first and that is what makes the company such a success."

Travel Counsellors is the world's largest home-based travel company with over 780 Travel Counsellors, working from home throughout the UK, Ireland, the Netherlands, Germany, South Africa, Australia and the USA. The Queen's Award winning company is renowned for its innovation within the industry and was named Travel Agent of the Year in the 2006 Guardian, Observer and Guardian Unlimited Travel Awards as voted for by readers.

Commenting on the results Sales Director Malcolm Hingley said; "We are thrilled with these results and the fact that we have received the highest score to date really does prove that we are at the top of our game. Our agents are the crème de la crème of the industry and are dedicated to delivering excellent customer service. They are able to utilise the extensive range of innovative tools and technology we have developed to keep in touch with their customers and build unique relationships that set them apart from the rest."

To help provide such an outstanding service, all the Travel Counsellors, who have an average of 18 years travel industry experience, are supported by over 150 staff in the Bolton head office and are able to develop their skills and build their businesses through the company's range of innovative training programmes. This includes "live" training programmes via the company's intranet system, individual business and development plans and a weekly live BDTV (Business development TV). The training courses cover all areas from networking to sales techniques and Travel Counsellors are also encouraged to follow the company's '12 Golden Habits', giving them unique advice about how they can develop relationships with their customers and build their businesses.

Malcolm adds; "These results produce a clear measure of our performance through our customers' eyes, and it is very satisfying to know that our customers would recommend Travel Counsellors to their family and friends. Our success is down to the hard work and dedication of our consultants who believe in going that extra mile for their customers each and every time."

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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 780 travel consultants who work from home with the support of over 150 staff at the company's head office in the UK. The company also operates in Ireland, the Netherlands, Germany, South Africa, Australia 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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