



PRESS RELEASE

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Travel Counsellors voted 'Best Travel Agent' at national Guardian awards for second year running

Travel Counsellors has been named the UK's Best Travel Agent at the 21st annual Guardian, Observer and Guardian Unlimited travel awards, as voted by its readers, for the second year running.

Readers were asked to rate the quality of service they received on their holidays with Travel Counsellors scoring a highly impressive 98.41% overall in the category – taking a clear lead over the closest runner up, Travelbag, who scored 91.53%.

The awards took place in Seville, Spain at the weekend (26th October) and were attended by over 120 travel industry professionals. Based on the longest running survey of its kind the questionnaires were completed by 13,500 Guardian, Observer and Guardian Unlimited readers, rating their experiences as excellent, good, fair or poor.

Travel Counsellors is one of the UK's largest independent travel companies, with over 850 professional travel counsellors, working from home throughout the UK and overseas. David Speakman, Chairman and Founder of Travel Counsellors attended the awards. He commented; "We are delighted to receive the prestigious title of 'Best Travel Agent'. The fact that this is the second time we have won this award is a fantastic achievement and is a public acknowledgement from our customers that the level of service we offer is a cut above the competition. Travel Counsellors attracts the cream of the industry and each and every one of our agents is dedicated to providing the highest level of personal service to their customers."

The company, which now operates across seven countries and is the largest home-based travel company in the world, provides its agents with unrivalled support and award winning technology, enabling them to tailor make travel arrangements for their customers at competitive prices. Plus because agents work from home they are available to customers at a time convenient to them, including evening and weekends. The company has also recently achieved the ultimate in customer loyalty by gaining a record-breaking score of 94% in their recent Net Promoter Score customer survey, far outpacing Net Promoter Scores reported for other businesses, including travel agencies.

Mr Speakman adds; "To be scored so highly on the quality of the service is down to the hard work and dedication of our home based Personal Travel Counsellors. It is an exciting time for the company and I encourage any travel professionals who share a commitment for exceptional customer service to build their own business as part of Travel Counsellors."

For further information on Travel Counsellors, or to find a Personal Travel Counsellor in your area visit www.travelcounsellors.co.uk

To read more on the awards visit www.guardian.co.uk

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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 £210 million, a 17% increase year on year. Founded in 1994 it currently has over 850 travel consultants who work from home with the support of over 170 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 operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia 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 are the 2006 & 2007 winners of Travel Agent of the Year voted 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. The company also received a record breaking 94% in a recent customer satisfaction survey.

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