



PRESS RELEASE

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Travel Counsellors yacht race winners experience seven nights of luxury in Jamaica

A team of Travel Counsellors have just returned from a luxury trip to the tropical island of Jamaica after winning the company's 'Round the World' yacht race incentive. The award winning company launched a competition in June which saw its agents divided into 32 sailing teams, each representing a different country, competing against each other to secure the most bookings.

The lucky team of sixteen, who sailed to success after completing a succession of races around the globe, flew out to Montego Bay on an educational to sample an array of luxurious resorts and exciting excursions courtesy of the premier resort company, Sandals. Taking in all aspects of the island, the group travelled to an array of lavish resorts including Sandals Montego Bay, which boasts the largest private beach in Jamaica, the Dunn's River Villaggio Golf Resort & Spa, Sandals Negril, Beach Resort & Spa, and the newest addition to the Sandals' Jamaican resorts, Sandals Whitehouse. In addition the group enjoyed excursions to the renowned and breathtaking Dunn's River Falls and an array of stunning beaches around the island.

Winner Michelle Leonard commented: "The yacht race competition was a great idea and really kept all of us motivated and working hard for sales. I found myself constantly checking the intranet leader board and winning the competition was one of the best days of my life! I have had a fantastic year being 35% up in commissions overall and I know the race contributed to this as the team was so keen to win. The trip was a fantastic opportunity to meet all my fellow shipmates and sample an array of Sandals properties, which I now look forward to recommending to my clients."

The yacht race competition is just one of a number of fun incentives that Travel Counsellors has organised for its agents this year. For example the company has been running its own 'Phenix bingo' competition for Travel Counsellors when booking through the company's own dynamic packaging system, giving them the opportunity to win a place in the grand gameshow final at the company's annual conference in November, in which the company gave away over £55,000 worth of prizes to its agents including an amazing 'round the world' trip worth over £10,000.

Sales director Malcolm Hingley said: "The yacht race competition was a great success and proved a fantastic way to encourage our Travel Counsellors to get those all important sales whilst having fun and creating a strong sense of camaraderie. As a result sales increased by over 30% compared to the same period last year. The winning Travel Counsellors were able to soak up the wonders of Jamaica and experience first class accommodation courtesy of Sandals. As a company we are firm believers in the fact that you can't beat first hand experience of a destination. We encourage all our Counsellors to go on educationals so they can give the best possible service to their clients."

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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 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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