



**PRESS RELEASE**  
**1 Feb 2010**

## **Travel Counsellors Ireland smashes sales records this January**

Travel Counsellors Ireland is celebrating after achieving phenomenal sales this January, recording its 12 best ever sales days out of its top 50 days, with four of those being in the top ten sales days during January.

The leading travel company, which now has 45 Travel Counsellors running their own home-based travel business across the Republic of Ireland, saw January sales end a phenomenal 41% up on last year, achieving staggering sales of €2.18 million.

Worldwide the company experienced its highest ever selling day and nine of the company's top ten sales days during January, smashing all previous sales records on Friday 15 January with a sales total of £1.86 million (€2.12 million), beating the previous best day of £1.52 million (€1.74 million) in January 2008 by 22%, and achieving the fastest million in the company's history.

The Irish operation also saw 3 of its agents have their best ever sales month. This includes Cork based Travel Counsellor Sarah McCarthy who achieved sales of over €200,000, making it her best ever month since joining Travel Counsellors more than 3 years ago. She believes the secret of her success is the unique service she can provide her customers and the network of support provided by the company; "People still want to go on holiday but are looking for a service that goes above and beyond. There's no doubt in my mind that the system of support that Travel Counsellors provides me is fundamental to me being able to deliver a better service to my customers and enabling me to have my best sales month so far. What a great way to start the year. My feet still haven't touched the ground."

The company, which now operates in seven countries and has over 1,100 agents worldwide, has reported its international sales are 100% on last year and a staggering 300% up on 2007. It continues to experience exceptional expansion in its overseas operations, with overseas sales now accounting for 50% of growth on last year and 90% of growth on 2007. Its international sales account for 26% of total sales so far this year.

Irish General Manager Cathy Burke comments: "We are delighted to have seen such a fantastic start to the year for our Travel Counsellors in Ireland. It is certainly a promising sign for forecast sales and the fact that people are regaining faith in the economy and looking towards the year ahead in a positive light, and proves that people still want to go on holiday but are looking for an agent who can provide the highest levels of personal service. I would like to thank each and every one of our individual Travel Counsellors for their contribution to these fantastic sales figures. As a company we are dedicated to supporting each individual agent so they can develop their businesses through providing the best customer service, whilst enjoying the flexibility and benefits of running their own home based travel businesses."

Travel Counsellors Ireland has its own consolidated fares from Ireland with most of the major airlines. The company's in-house Phoenix System allows agents to use the company's own consolidated fares along with fantastic accommodation prices to tailor make holidays for their customers. It also gives them the power to control their own margin and dramatically increase their earning potential.

**ENDS**



**EDITOR'S NOTES:** Travel Counsellors Ireland is licensed and bonded with the Commission for Aviation Regulation in Ireland – Travel Agents License No 621. Travel Counsellors Ltd is one of Europe's largest independent travel companies with turnover at the end of its last financial year (Oct 312009) of £255million (€290million). Founded by chairman David Speakman in 1994 it currently has over 1,100 travel consultants who work from home with the support of over 200 staff at the company's UK headquarters and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, the US and Canada. Travel Counsellors Ireland was established in June 2005 and currently has 40 Personal Travel Counsellors in the Republic.

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