



## **PRESS RELEASE**

**24 Jan 2008**

### **Innovative webcast gives unique insight into life as a Travel Counsellor**

Travel Counsellors will be broadcasting a webcast programme with a difference this month for any agents interested in joining the award winning company.

The company decided the best way to demonstrate to agents the numerous benefits of running their own home-based business as Travel Counsellors franchisees was to give them an in-depth first hand insight into a 'day in the life' of one of the company's 870 Travel Counsellors.

The recruitment webcast, which will be aired on the 31 January at 7pm, will show Travel Counsellor Donna Keates going about her day to day business from her Essex based home office. A camera followed Donna around for the day, from getting up in the morning and taking her two children, Darcy and Scarlett to school to completing her final booking of the day before relaxing with her husband in front of the TV.

Viewers will see Donna, who is one of the company's 96 Gold Travel Counsellors, making bookings using its own dynamic packaging system Phenix. They will get a look at how Donna uses the company's communication technology to speak to Travel Counsellors across the globe via webcam and conduct business development meetings with head office, as well as watching the company's own webcast TCTV.

"I think this is a great way to show other agents in the industry the array of support we are given as Travel Counsellors, as well as the level of flexibility we achieve running our own home-based travel businesses," says Donna. "When I joined Travel Counsellors three years ago I found it hard to imagine what it would be like so I am happy to help show others how they can change their lives for the better. I have never looked back!"

Travel Counsellors uses its award winning technology to broadcast regular TCTV shows to its agents in order to keep them informed of company news and maintain a strong sense of community between the company and its consultants. It has broadcast four recruitment webcasts in the past, each with between 70 and 100 agents watching with an average of 20 to 30 going on to work for Travel Counsellors. However this is the first of its kind to give those watching a 'fly on the wall' look at the day to day life of a Travel Counsellor.

Travel Counsellors Managing Director Steve Byrne comments; "This is the most exciting and innovative recruitment TCTV we have done to date, and we believe it really captures the essence of what life is like as a Travel Counsellor. I encourage any agent interested in taking control of their own destiny to tune into the broadcast to find out about many benefits of joining the company. It also gives viewers a valuable insight into the unique family ethos that makes Travel Counsellors so special."

Recruitment TCTV is part of a further recruitment drive as Travel Counsellors continues to go from strength to strength. The company is having its best ever sales month this January, with a record sales day of £1.476 million on Friday 11 Jan. Travel Counsellors now has Travel Counsellors operating in seven countries including the UK, increasing its number of consultants by 25% this year from 694 to 870 and aims to recruit a further 300 to 400 agents over the next 12 months. The company also manages to maintain one of the highest staff retention rates in the industry – with 90% of people joining the company, staying with the company.



To register to view the special edition of recruitment TCTV on 31 January at 7.00pm go to [www.travelcounsellors.com/tctv](http://www.travelcounsellors.com/tctv)

## **ENDS**

**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 870 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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