



PRESS RELEASE
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Travel Counsellors Chairman stresses importance of positive attitude at company conference

Travel Counsellors Chairman David Speakman told delegates at the company's conference in Melbourne last week (28 – 30 May) that despite coming up against global issues this year, business in Australia has boomed.

In the wake of a volcanic eruption, continued unrest in popular holiday destinations Thailand, Jamaica and Greece, and ongoing recovery from last year's recession, David declared to over 60 Travel Counsellors attending the conference; "Life is 10% fact and 90% attitude – if you believe that business will be good and if you work hard you will get the bookings. If you think you're going to be quiet then you will be proved right."

David pointed out that while it was easy to focus on the negatives, there was plenty to be happy about. He noted that customers may have lacked the confidence to book flights in recent weeks, but the number of cruise bookings had increased.

He said that the travel companies that would struggle would be those that didn't have a "close emotional relationship with the customer – who just transact and don't relate". He pointed out that the income of individual Travel Counsellors worldwide has increased by 23%, and that each and every agent could be a winner.

He also noted that it was the company's relational model of super service, concierge, impartial advice and building friendships that has resulted in Travel Counsellors outperforming the market. He said that transactional models such as the internet and call centres will have to adapt in order to survive.

Campbellfield based Travel Counsellor David Phillips attended the conference and said: "I've been in this industry for over 30 years, but never have I attended a conference that had so much positivity and punch. It's all about believing in yourself and believing you can do it."

The winners of the seven awards presented at Saturday night's Gala Dinner at the Langham Hotel Melbourne, were Claudia Silk from Melbourne, Christine Jenkins from Melbourne, Ian Silk from Melbourne, Julia Klapsing from Brisbane and Karen Farley from Brisbane. Lucy Fenwick from Melbourne won two awards including Best Newcomer after 10 months as a Travel Counsellor.

Lucy said; "Becoming a Travel Counsellor is the best thing I have ever done and I am absolutely thrilled to win Best Newcomer 2010. It was great to get together with other Travel Counsellors, share our experiences, learn new things, and most of all feel inspired to be the best in the industry."

Cont.



(Above) Chairman David Speakman, Travel Counsellor Christine Jenkins and Sales Director Malcolm Hingley



(Above) Chairman David Speakman, Travel Counsellor Karen Farley and Sales Director Malcolm Hingley



(Above) Chairman David Speakman, Gold Travel Counsellor Lucy Fenwick and Sales Director Malcolm Hingley



(Above) Chairman David Speakman, Travel Counsellor Claudia Silk and Sales Director Malcolm Hingley



(Above) Chairman David Speakman, Travel Counsellor Ian Silk and Sales Director Malcolm Hingley

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EDITOR'S NOTES

About Travel Counsellors:
Travel Counsellors Australia is a member of the TCF. Travel Counsellors is the world's largest home-based travel company with turnover at the end of its last financial year (Oct 31 2009) of \$443 million. Founded in 1994 it currently has over 1,100 travel consultants who work from home with the support of over 170 staff at the company's UK headquarters and overseas offices. The company operates in Australia, UK, Ireland, the Netherlands, South Africa, Canada and the US. Travel Counsellors Australia was established in 2007 and currently has 110 Travel Counsellors. Our head office in Australia is in Melbourne.

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