



**PRESS RELEASE**  
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## **TRAVEL COUNSELLORS DON'T MIND DOING IT FOR THE KIDS**

A felt-tip frenzy is taking place in Travel Counsellors' homes across the UK, as the award-winning company launches its first ever "TC Kids" Summer Activity programme.

The leading independent travel company has over 1,200 home based personal Travel Counsellors worldwide, available 24 hours a day, seven days a week, to manage their customer's travel requirements. While busy Travel Counsellor mums and dads are balancing work commitments with looking after their children during the school summer holidays, the company has devised a fun-packed activity programme to keep the kids entertained.

"Each day brings a new activity", says Sales Director Malcolm Hingley. "Over 150 children aged 1-16 years have already signed up to take part, with every activity taking a couple of hours to complete. We've noticed that customers are booking their holidays much later this year and as a result we're seeing the emergence of a very strong late bookings market, especially for family groups. Our TC Kids activity programme frees up mum and dad's time to concentrate on their customers during this period."

The children who have signed up so far will tune in to Travel Counsellors TV webcast every Monday to be given their activities for the week, which was kick started last week with an imaginative "design your own country" task.

Travel Counsellor, Sallie Rudman, has signed up her three children to the summer activity programme. She said: "Juggling work and being mum can be tricky during the long summer holidays but TC Kids has really captured their imagination and enables me to provide a great service to my customers while my children are busy."

The formula seems to be working. Travel Counsellors has constantly achieved a world beating score of over 90% for customer satisfaction using the Net Promoter Score system. The system, which is one of the most popular and world renowned methods to measure customer loyalty, asks Travel Counsellors' customers one question - how likely it is that they would recommend the company to your friends and colleagues? Since adopting the NPS system three years ago, Travel Counsellors has far outpaced the majority of companies using this method to measure customer satisfaction.

Chairman David Speakman comments, "We are constantly thinking of new ways to help our Travel Counsellors to be the best in the travel industry. Along with the training, technology and support we provide, the TC Kids Summer Activity programme is another way we are helping our agents to do their jobs effectively and look after their customers, whilst at the same time involving their children in our company community."

**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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