



PRESS RELEASE
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Travel Counsellors launches first live webcasts for agents in Ireland, Netherlands and the USA

Leading independent travel company Travel Counsellors has broadcast its first live webcasts that are catered exclusively to its agents in Ireland, the Netherlands and the USA.

Following on from the success of the regular weekly TCTV show, which is broadcast from the company's Bolton based head office to 825 home-based Travel Counsellors worldwide, the company decided to launch individual monthly webcasts for each country in order to provide overseas agents, who account for over 15% of the company's agents, with more relevant information and updates, catered to their specific markets.

Ireland and Netherlands' general managers, Cathy Burke and Fred van Eijk traveled to the Bolton head office to host the very first live shows, whilst USA general manager Peter Rasmussen hosted the show direct from the US using the company's latest web cam technology. This technology enabled head office staff in the studio to interact with Peter and switch between the US operation and the UK head office, giving agents the latest news and updates from the company

Travel Counsellors from each country were also interviewed live via web cam, and agents were able to e-mail in during the broadcast for head office to answer any queries on air. The company's agents were given the latest sales updates from their countries and Travel Counsellors' chairman David Speakman spoke to the TCTV audience via web cam from his office in Spain. Agents could also take part in live competitions and prize draws within the show.

"I think it is fantastic that we now have our own TCTV specifically for the US market," says US based Travel Counsellor Jean Small. "I found the show uplifting, encouraging and educational. It is really testament to the fact that we truly do have the best technology and support network in this industry."

Travel Counsellors first started webcasts to its home-based consultants in October 2003 as a way of staying in contact with its nationwide network of agents and making sure they were kept up to date with company initiatives and announcements. Since the first show the TCTV concept has gone from strength to strength, and is now broadcast to agents across seven countries including South Africa and Australia, where the company recently launched and recruited its first consultants. The company has also launched recruitment TCTV for experienced travel consultants interested in finding out more about Travel Counsellors, daily TCTV updates for the agents, and Business Travel TCTV in response to the demand for relevant business travel information for the company's specialist Business Travel Counsellors.

Managing director Steve Byrne comments; "We are delighted to have launched these dedicated shows for our consultants in Ireland, the Netherlands and the USA. As the company continues to expand and announce new initiatives and innovations we want



to ensure that each and every one of our 825 Travel Counsellors both in the UK and overseas feels included and knows how much they are valued. These monthly webcasts enable us to keep our home-based consultants in Ireland, the Netherlands and the US up to date and informed on company strategy, with issues that are particularly relevant to them and their market, and we hope to continue the concept in our other overseas operations. TCTV also helps the company to retain the unique family ethos that makes Travel Counsellors so special.”

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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 2006) of £175 million (R2.28bn), a 17% increase year on year. Founded in 1994 it currently has over 800 travel consultants who work from home with the support of over 170 staff at the company's head office in the UK. The company also operates in Ireland, the Netherlands, Germany, South Africa and 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 was voted 2006 Travel Agent of the Year 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.

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