



## **PRESS RELEASE**

**June 4 2010**

### **SALES INCREASE AT TRAVEL COUNSELLORS AGAINST ALL ODDS**

In the wake of a volcanic eruption, airline strikes and unrest in popular holiday destinations Thailand, Jamaica and Greece, independent travel company Travel Counsellors reports that sales continue to boom against all odds.

The company, which operates in seven countries and supports over 1,100 home working travel agents worldwide from its head office in Bolton, Lancashire, ended the explosive month of April on a high, celebrating one of its best sales days in the company's history achieving a gross of over C\$2.25 million on Friday 30 April alone. Overall global sales for the month were up by 29% on the previous year.

Its Canadian office followed suit, having its best ever sales month in April 2010, achieving over three times the amount of sales over the same month in 2009. In fact, the Canadian office has had three of its best-ever months in 2010 and has also seen its daily sales average increase by an impressive 70% in 2010 over 2009.

Canadian Travel Counsellors are taking advantage of the company's in-house dynamic packaging system, Phenix, as well as its own in-house tour operator, Suitcase for a wide range of destinations around the world, from Paris to Hong Kong and Chicago to Negril, Jamaica. Phenix sales in Canada have risen steadily year over year, as has the resulting commission percentage. Commission year over year through Phenix has risen by 2% to an average of 19% - well above industry average.

Managing Director Steve Byrne comments; "The travel industry has experienced a series of setbacks recently but our business model continues to thrive because of the emphasis on personal service. People still want, and need to go on holiday, but in the light of recent events they are looking for a travel service that goes above and beyond. These sales figures prove that the travel industry is still flourishing for agents who can be there for their customers, and the drive to provide a unique level of personal service when unpredictable events occur."

Since the start of its financial year (1 Nov 2009), Travel Counsellors has achieved global group sales of over C\$241m, a 36% increase on the previous year. International sales have increased by 89% on the previous year, and total group sales are forecast to increase from C\$400m in the last financial year to C\$502m this year. Canada is trending to smash its 2009 sales record within the first six months of 2010.

The company's agents are also reaping the benefits of these booming sales, with the average income per Travel Counsellor up by 20% worldwide and 30% in Canada alone.



Mr. Byrne adds; "Our sales continue to grow from strength to strength and expect this trend to continue. Much of this is down to customers realising the value in the personalised service our agents can offer. It really does prove that with the right support, the best agents can flourish and thrive in an industry they love, and customers can continue to enjoy a tailor-made travel service, despite an ever-changing and sometimes unpredictable environment. "

## **ENDS**

**About Travel Counsellors:** 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 £255 million (\$A467m / R3.2bn / \$434m / C\$453m / €288m). 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 in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. 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 & 2009.

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