



PRESS RELEASE

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Gold Travel Counsellors celebrate their success in Cape Town

Travel Counsellors congratulated its top performing agents, including its ten new Gold Travel Counsellors, and thanked them for the important part they have played in the company's success over the past 12 months during its annual Gold Weekend which took place in Cape Town, South Africa on Friday 18th – Monday 21st May.

The Queen's Award winning company, which has over 780 Travel Counsellors located throughout the UK and overseas, rewarded the hard work and dedication of its agents who have earned the prestigious Gold Travel Counsellor status due to their outstanding sales figures.

The annual event was hosted at the exclusive five-star Table Bay Hotel in Cape Town. Over 70 Gold Travel Counsellors enjoyed a weekend of fine dining, entertainment and various organised excursions including an 'Eagles and Raptor' experience, wine tasting and a trip to the top of Table Mountain. There was also one business session over the weekend, in which David Speakman and Steve Byrne recognised Gold Counsellors contribution to the company's phenomenal success and presented individual awards to agents for their hard work and dedication. The Gold TCs also received presentations from the selected sponsors including; South African Tourism, Elegant Resorts, Royal Caribbean and Southern Africa Travel and were updated on their own company plans, including the launch of Travel Counsellors in South Africa.

There are two entry points for Gold status each year –on November 1 and May 1 – with results based on the previous 12 months figures. To become a Gold Travel Counsellor, the consultants achieved commissions totalling £55,000 (€79,500 in Ireland, Germany and the Netherlands and \$100,000 in the US). While the company's Gold Travel Counsellors make up just 12% of the company's total number of agents, they account for over 30% of all sales.



Speaking about the weekend Managing Director Steve Byrne said: "It is important that we take the time out to congratulate and thank our Gold Travel Counsellors for the important part they play in the company's success. Achieving Gold status is not easy and it is an achievement that deserves to be recognised and congratulated. It was a fantastic weekend and a great opportunity for our Gold Travel Counsellors to get together and enjoy all their hard work and success. They are the crème de la crème of the travel industry and we are proud that they are part of the Travel Counsellors family."

The ten new Gold Travel Counsellors who attended the weekend for the first time were: Gwynneth Voyias, David Howe, Jennifer Bradnam, Lee Peoples, Cheryl Harradine, Hazel Smith plus Irish Travel Counsellors, Rosemary Chawke, Gail Buckley, Mary Foyle, and the first Netherlands agent to achieve Gold status, Hélène van den Berg-Hammerstein. The Gold Travel Counsellors include those that focus on leisure travel and others that specialise in business travel.

Commenting on the weekend new Gold Travel Counsellor Hazel Smith said; "I had a fabulous time. The hotel was amazing and it was such a great atmosphere with all the other Gold Travel Counsellors and head office staff. I was thrilled when I achieved Gold and it is so rewarding to have all my hard work recognised. I love being part of such an amazing company- there is a real sense of camaraderie. I enjoyed every minute of the trip and am determined to keep my Gold status for next year."

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 2006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 780 travel consultants who work from home with the support of over 150 staff at the company's head office in Bolton. 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. The company also operates in Ireland, the Netherlands, Germany 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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