



PRESS RELEASE

24 April 2007

Travel Counsellors launch on-line magazine

Travel Counsellors has announced the launch of its own on-line magazine following the success of its printed publication, which was launched six months ago. This was announced by Marketing Director Caroline Law at the company's mini conferences, who informed Travel Counsellors they would be able to add their own contact details to the publication and then send it as an e-shot to their customers, giving them another unique marketing tool to promote themselves to clients.

The on-line magazine, which can be viewed at www.tc-magazine.co.uk, includes content from the printed magazine with features from some of the UK's most experienced travel writers including Simon Calder, Nigel Tisdall and Andrew Eames, plus unique material exclusive to the web version such as on-line videos and reviews. The magazine is edited by experienced travel journalist Alison Rice. It is available in international versions for the US, Netherlands and Ireland.

In addition to the expertise of its writers, the magazine pulls the best tips and advice from Travel Counsellors 740 plus home-based consultants in the UK and overseas, who have an average 18 years' experience in travel. Top ten traveller polls let readers know where other holidaymakers have recently headed, with destination reviews and advice. Other regular features in the magazine include readers 'Holiday Hiccups', a calendar of forthcoming worldwide events and competitions.

"We are thrilled to have launched the on-line version of our magazine," says Caroline Law. "The printed magazine has been a huge success - we have had a fantastic response from all our Travel Counsellors and their customers. This is a great marketing tool for our agents to use, and it also means anyone who has access to the internet can view the magazine too. This is yet another innovative step by the company to build the Travel Counsellors brand and support its agents to in developing their businesses."

During her presentation Caroline also announced developments within other areas of marketing, such as the introduction of personalised brochures for agents and improvements in tools such as e-shots and newsletters.

(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 740 travel consultants who work from home with the support of over 140 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.

For further information contact:

Victoria McClung, public relations executive

Travel Counsellors PLC, Travel House, Churchgate, Bolton BL1 1TH.

www.travelcounsellors.co.uk

Tel: 01204 536191

E-mail: victoria.mcclung@travelcounsellors.com