

PRESS RELEASE

Travel Counsellors Conference 2006

Star of Travel Counsellors TV ad unveiled

Travel Counsellors gave its first showing of the company's first ever television ad at the company's annual conference at the weekend.

The ad features an actual Travel Counsellor – Northampton based Judi Carr who has been with the company since May 2000. In a special edition of TCTV earlier this year marketing manager Caroline Law explained that the company would be making a TV ad and, if possible, would like to use an actual Travel Counsellor rather than an actor. In total 24 Counsellors attended a day's screen test, and Judi was chosen – receiving a phone call from managing director Steve Byrne to tell her the good news.

Says Judi: "When they said on TCTV that they wanted to use a real TC for the advert I just thought to myself I can do that. I am so passionate about my job so having to deliver the lines to me wasn't acting – I meant every word of it. I was absolutely honoured to be chosen and was so proud to do it and to represent all my Travel Counsellor colleagues.

The ad was filmed in a Prague film studio in September with Judi receiving the full star treatment – including having her own driver, translator, make-up artist and hairdresser. Says Judi: "It was the most amazing experience and I absolutely enjoyed it. I wasn't even really nervous as I was just concentrating on doing it as well as I could."

The Travel Counsellors TV ad represents a significant investment for the company and is designed to help raise consumer awareness of the Travel Counsellors brand, to raise awareness of the concept to holidaymakers who are not aware of the concept of having their own Personal Travel Counsellor and also forms part of the company's strategy to dramatically increase its number of Counsellors in 2007.

Says managing director Steve Byrne: "We are building a leading international travel company and as part of that you will see us stepping up a gear – driving forward recruitment even further and helping our Counsellors grow their business by increasing consumer awareness of the brand. But however big we grow it will always be the individual Travel Counsellor and the service they give to their customers that is at the heart of our company and that is why it was important we featured a real Travel Counsellor in the ad who could speak with passion about her experience and how she can help customers."

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 312006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 690 travel consultants who work from home with the support of over 120 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 and the US. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003, 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.

For further information contact:

Helen Furnivall, public relations manager

Tel: 01204 536047/ email: helen.furnivall@travelcounsellors.com

Sara Whines / Susie Aust / Helen Coop

bgb communications

Tel: 020 7902 2990 / email: swhines@bgb.co.uk