



PRESS RELEASE

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Travel Counsellors welcome first agents in South Africa

Travel Counsellors, the largest home-based travel company in world and the UK market leader, has recruited its first agents to its South African operation.

The five new Travel Counsellors join over 800 other Travel Counsellors from the award winning company located throughout the UK, Europe, and the USA. The company has also recently launched in Australia.

The new South African agents have now completed their initial week of training at the SA headquarters based in Cape Town, where they learnt to use the company's innovative booking systems and award winning technology, adapted to the South African market. They were joined by the company's managing director Steve Byrne and sales director Malcolm Hingley, who flew over from the UK for the training, as well as the five strong SA team headed by General Manager William Puk.

"We are delighted to have our first Travel Counsellors operational in South Africa," says Puk. "The training has gone very well and we have had an excellent response from our five new agents, who are now equipped to run their own home-based travel businesses, providing unique tailor-made travel solutions and selling a full range of travel products from leisure and corporate suppliers."

The agents have been given in-depth training on the company's extensive intranet booking system, including the company's innovative contact centre which provides a unique and comprehensive customer management solution. They have also learnt how to use the Company's ground-breaking dynamic packaging system, Phenix, which allows them to quickly and easily search and compare different travel options for specific dates in a matter of minutes.

New Travel Counsellor Carla Vermaak, who has previously operated her own retail agency and worked as a stand alone independent agent, comments; "After closing my agency to become a stand alone consultant I felt very isolated so rejoined an agency as a senior consultant. However when Travel Counsellors appeared on the scene in South Africa I knew immediately it was what I was looking for. I was so impressed by the level of support, professionalism and experience the company offers its agents. After visiting the headquarters in Cape Town, meeting the management and training team, and using the amazing technology, Travel Counsellors really has met my every expectation."

The home-based market is a relatively new concept in the South Africa, with only one other home-based company in the country. However since its launch a couple of months ago the SA operation of Travel Counsellors has gone from strength to strength. The company now has over 100 enquiries on its books and are on track to achieve its target of 70 counsellors in the first year.

Travel Counsellors managing director Steve Byrne comments; "We have witnessed a considerable amount of interest from the industry since our launch in South Africa two months ago. There is a demand in the current SA market for the Travel Counsellors concept, offering customers, agents and suppliers a new way of doing



business, and we are excited to welcome our first agents to the team in South Africa. Travel Counsellors are successful because we are committed to building lasting relationships with our customers and I have no doubt that the company will soon be recognised as an innovative market leader in South African travel.”

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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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