



## **PRESS RELEASE**

March 1 2006

### **Travel Counsellors lifts the lid on specialist subsidiary**

Travel Counsellors PLC has formed a specialist subsidiary called Suitcase which will provide an exclusive 24/7 concierge service for niche leisure and business travel clients.

The subsidiary has been formed in conjunction with a former Personal Travel Counsellor, Simon Cooper, who becomes a director of Suitcase.

Simon was with Travel Counsellors for over 10 years and was one of the company's first ever Personal Travel Counsellors. Prior to working for Travel Counsellors he was a manager at independent travel agency Quest Worldwide and also worked for Kuoni.

While working as a Personal Travel Counsellor, Simon developed a client base consisting solely of clients who wanted a 24/7 concierge style service. He approached Travel Counsellors with his idea of launching a dedicated subsidiary solely for the luxury and very top end business travel sector which led to the development of the Suitcase concept.

Suitcase is now recruiting a limited number of experienced travel consultants with experience of working in this niche market

Suitcase's consultants will be responsible not only for travel arrangements, but for everything else related to their client's trip too - which could mean taking care of details such as personally checking all the passports and visas are in order, pre-booking theatre and restaurant reservations and ordering exactly the right flowers and drinks to be in the client's suite on arrival.

Explains Simon: "Suitcase will offer a 24/7 international concierge service for high yield business and leisure clients who expect their consultant to be on the other end of the line no matter what time of day or night. It's about more than arranging all their travel arrangements down to the tiniest detail – it's about taking care of everything else related to the trip as well."

Travel Counsellors managing director Stephen Byrne said: "Travel Counsellors has set the standard for the level of personal service and attention to detail that we provide to our clients, no matter who they are or what they are spending. Suitcase will look after a limited number of very high yield, clients offering them a 24/7 concierge service tailored precisely to their individual needs and offering them a specially selected range of travel products."

## **ENDS**

### **EDITOR'S NOTES:**

Travel Counsellors PLC is one of the UK's largest independent travel agencies with turnover at the end of its last financial year (Oct 312005) of £150 million, a 17% increase year on year. Founded by chairman David Speakman in 1994 it currently has over 580 travel consultants nationwide who work from home with the support of over 110 staff at the company's head office in Bolton, Greater Manchester. Travel Counsellors was the winner of the Technology in Business Category of the 2005 CBI Growing Business Awards and in 2003 received the prestigious Queen's Award for Enterprise. Travel Counsellors places all customer money in a Trust account, administered by the Barclays Bank Trust Company, which guarantees a 100% refund in the event that a supplier collapses. During 2005 the company expanded overseas – into Southern Ireland and the Netherlands.

### **For further information contact:**

Steve Byrne, managing director  
Tel: 01204 536079  
[steve.byrne@travelcounsellors.com](mailto:steve.byrne@travelcounsellors.com)

Helen Furnivall, public relations manager  
Tel: 01204 536047  
[helen.furnivall@travelcounsellors.com](mailto:helen.furnivall@travelcounsellors.com)