



PRESS RELEASE

Travel Counsellors Conference 2007

Travel Counsellors reward agents and present new BMW to top customer service TC

Travel Counsellors recognised its top performers both in the UK and overseas at a glittering awards ceremony during the company's annual conference which took place at 'Manchester Central', previously known as Manchester International Convention Centre and GMEX, this weekend (23-25 November).

A number of new awards were introduced this year to recognise Counsellors exceptional customer service and also head office staff who have supported the company's agents and in the opinion of the network of Travel Counsellors most deserve an award.

One of the new awards introduced for the first time this year is the prestigious TC Score Customer Service Award. This year the company introduced a customer survey, sent out to all TC customers and taken from business expert Fred Reichheld's Net Promoter[®] Score as a measure of customer loyalty. Travel Counsellors is the first company to achieve an impressive overall score of 95%, with over 95% of Counsellors achieving top scores of 9 or 10 from their customers. The company decided to award the Travel Counsellor with the best TC score with the ultimate in stylish travel- a new 3-series BMW! The lucky TC, Suffolk based Dorothy Woolnough, can now enjoy the top of the range vehicle after achieving the top score with 100% customer service record and the most amount of customer responses across the company.

"I am absolutely thrilled to receive this award," says Dorothy. "It is a great personal achievement for me - the fact that my customers want to recommend my services to their friends and family confirms to me that I am doing things right. It's also great to work with a company that recognises and rewards its agents in such a fantastic way. I can't wait to take the car for a spin!"

Another new award introduced for the first time this year was the 'Most Helpful Head Office Staff Member'. This is voted for by the Travel Counsellors and was introduced following the introduction of 'Most Helpful Travel Counsellor' award last year, which this year was won for a second time by TC Barbara Charlton. Each Counsellor was able to cast one vote on the company intranet and also give their reasons for nominating that particular staff member. Joint winners, Help Desk Manager Sandie Fisher and Operations Manager Julie McGowan, received this honoured award because of their ongoing support and helpfulness when dealing with agent enquiries.

The company were also able to introduce the category of £10,000,000 Millionaires following two of the company's agents, Edward Pearson and Melanie Westwell, passing this amazing milestone this year. Edward Pearson also won the Best UK Travel Counsellor Award for the third year in succession having made amazing sales of over £2,900,000. Best Business Increase Award went to Sarah Wheeler, who has achieved an impressive 100% increase in sales, and Best UK Newcomer Award went to Sue Bailey who joined the company 6 months ago and has achieved over £600,000 in sales in that time.

A number of the award categories were divided by country, recognising the growing number of Counsellors overseas. Winners of the Ireland categories were Geraldine Martin as Best Newcomer and Rosemary Chawke, who last year was awarded Best Ireland Newcomer, picked up the award for Best TC Ireland. There were also awards for the company's Counsellors in the Netherlands and the USA.



Chairman David Speakman said: "Our Travel Counsellors are the crème de la crème of the industry. Every one of them deserves our congratulations for the hard work, dedication and commitment to personal service they show to their customers. It is that commitment to personal service that has made this another successful year for Travel Counsellors and we are looking forward to an equally successful 2008 as we continue to build our reputation and international standing."

The full list of Travel Counsellors award winners is as follows:

Most Helpful Travel Counsellor: Barbara Charlton
Most Helpful Head Office Staff Member: Sandie Fisher

£5,000,000 millionaires: Caroline Howden
£10,000,000 millionaires: Edward Pearson, Melanie Westwell

Best cruise: Caroline Howden
Best business travel: Neil Mewes
Best Phenix: Heather Rigby
Best Business increase: Sarah Wheeler

Best Newcomer:
Ireland: Geraldine Martin
Netherlands: Elize Breed
UK: Sue Bailey

Best Travel Counsellor:
Ireland: Rosemary Chawke
Netherlands: Helene van den Berg Hammerstein
USA: Diane Hutchins
UK: Edward Pearson

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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 2007) of £212 million, a 21% increase year on year. Founded in 1994 it currently has over 850 travel consultants who work from home with the support of over 170 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 operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia 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 are the 2006 & 2007 winners of Travel Agent of the Year voted 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. The company also received a record breaking 94% in a recent customer satisfaction survey.

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