



PRESS RELEASE
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Travel Counsellors launches new customer website

Travel Counsellors has launched a new and innovative consumer website for its UK customers, which showcases the company's fresh new look and provides its agents with an array of new tools to promote their businesses.

The dynamic site (www.travelcounsellors.co.uk) contains a host of new content and sections including pages on luxury destinations, city breaks and tailor made itineraries. There is a special honeymoons section with top honeymoons destinations and travel advice. The company has also integrated hotel product into the website for the first time, allowing customers to view a range of accommodation on offer and encourage them to contact their nearest local Travel Counsellor for further information.

The company's Travel Counsellors will benefit from a completely new area within the site for them to promote their businesses. As well as their own home page, which they had on the previous customer website, each Travel Counsellor now has the unique ability to post journals about their holiday experiences in order to showcase their destination knowledge and expertise. The company has introduced a dynamic photo gallery function so that Travel Counsellors are able to upload their own destination photos and illustrate their journals. There is also a customised world travel map within each Travel Counsellor's page in which they can pin point the array of destinations they have visited.

Aylesbury based Travel Counsellor Elisa Yarkony has already utilised the new features on the website having posted journals and pictures about her recent trips to Thailand and on-board Radisson Seven Seas cruises. She comments; "I think the new website is an absolutely fantastic marketing tool for my business. The whole look is extremely luxurious and contemporary, and it shows my clients and prospective new customers just how professional and cutting edge we are as a company. The new features on the site will empower my clients by giving them an in-depth look into who I am, my experience and what I can offer them by being their own personal Travel Counsellor."

The website also includes the latest podcast technology with downloadable destination guides produced by the company and featuring renowned travel writers Simon Calder and Alison Rice. These appear on the website's detailed destination pages, with over 200 individual destination guides giving customers up to date and relevant information about places around the globe including best for, best avoided, need to know, local weather and currency.

Managing Director Steve Byrne comments; "We have been working on developing the new website for some time and are thrilled with its final look, feel and content. The site is a fantastic tool for our Travel Counsellors to promote their businesses and the added features will allow them to demonstrate their high level of expertise and destination knowledge to their customers. We are also focusing heavily on driving traffic to the site in order to generate more business for our agents. The site's fresh new look and functions reflect our innovation as a dynamic, global travel company, and we are now working on launching new customer websites in our overseas operations."

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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 900 travel consultants who work from home with the support of over 200 staff at the company's head office in Bolton. The company operates in the UK, Ireland, the Netherlands, Germany, South Africa, Australia and the US. 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. 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 Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited in 2006 & 2007.

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