



**PRESS RELEASE**  
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## **Travel Counsellors reports strong sales are set to continue**

Travel Counsellors has reported booming sales in February following its record sales month that started the year.

The company's February worldwide sales to date are 48% up on last year and 38% up in the UK. This follows a record breaking January for the company, after it experienced its highest ever selling day and nine of its top ten sales days last month. Sales since the start of January are up by 28% worldwide and 17% in the UK.

The company, which now operates in seven countries and has over 1,100 agents worldwide, has also reported sales from January to date for the winter lates season are up 17% year on year with average booking value up 2% over the same period. Early figures for February show the trend towards the lates market strengthening with sales up 22%. The company has also reported Dubai and New York as its top selling destinations through its in-house luxury tour operation Suitcase, with a big increase in passengers travelling to the Far East.

The company's agents are also reaping the benefits of these booming sales, with the average income per Travel Counsellor up by 20% and 23% in the UK.

Since the start of its financial year (1 Nov 2009), Travel Counsellors has achieved total group sales of over £75m, a 37% increase on the previous year. Total group sales are forecast to increase from £255m for the last financial year to £320m this year.

Byrne adds; "Our sales continue to go from strength to strength and we expect this trend to continue. Much of this is down to customers realising the value in the personalised service our agents can offer and we will continue to attract and keep the best agents, offering them an unparalleled level of support so that they can focus on their customers. As a company we have been very pro-active in keeping in contact with our customers through the close relationships our Travel Counsellors are able to foster with them using our systems and guidance, and in the marketing we have been doing throughout the year to support them. It really does prove that with the right support, the best agents can flourish and thrive in an industry they love, despite the reports of doom and gloom in the current climate."

### **ENDS**

**About Travel Counsellors:** Travel Counsellors is the world's largest home-based travel company with turnover at the end of its last financial year (Oct 31 2009) of £255 million. Founded in 1994 it currently has over 1,100 travel consultants who work from home with the support of over 170 staff at the company's UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. 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 & 2009.

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