



PRESS RELEASE
29 April 2008

Travel Counsellors Australia launches its first live webcast

Travel Counsellors has broadcast its first live webcast catered exclusively to its agents in Australia.

Following on from the success of the company's regular weekly TCTV show, which is broadcast from the company's international headquarters in the UK to over 900 home-based Travel Counsellors worldwide, the Australian head office team has launched its own monthly webcast from its Melbourne based office to its growing network of agents throughout the country in order to provide them with relevant travel industry information and company updates.

General Manager Peter Watson hosted the live show last week, which included various members of head office staff giving information on the latest sales figures, as well as marketing tips and special incentives launched to encourage and motivate the Travel Counsellors. Peter also spoke about the up and coming company conference in Lancefield, Victoria on 16-18 May, which will give Travel Counsellors in Australia the opportunity to get together along with key suppliers and hear about the latest development within the company, which is the first event of its kind for the country.

Peter Watson comments; "We are delighted to have launched these dedicated shows for our consultants in Australia. As the company continues to expand in Australia we want to ensure that each and every one of our Travel Counsellors feels included and knows how much they are valued. These monthly webcasts enable us to keep our home-based consultants up to date and informed on company strategy, with issues that are particularly relevant to them. TCTV also helps the company to retain the unique family ethos that makes Travel Counsellors so special."

Travel Counsellors first launched its TCTV webcasts to its home-based consultants in October 2003 as a way of staying in contact with its UK network of agents and making sure they were kept up to date with company initiatives and announcements. Since the first show the TCTV concept has gone from strength to strength, and is now broadcast to agents across the seven countries in which it operates including Australia. The latest webcam technology that has been introduced by the company also allows head office staff and Travel Counsellors from across the globe to interact via webcam live on the show, as well as the ability for agents to e-mail in with any questions that can be answered live on air.

"I think it is fantastic that we now have our own TCTV specifically for the Australian market," says Pakenham based Travel Counsellor Claudia Silk. "I found the show uplifting, encouraging and educational. It is really testament to the fact that we truly do have the best technology and support network in this industry."

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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 \$A502million, 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 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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