



## **PRESS RELEASE**

**14 May 2010**

### **Travel Counsellors Conference – A Big Success**

Travel Counsellors, the country's leading home-working travel company, recently held its third and most successful annual conference at the world renowned resort of Sun City.

In his opening address, Group M.D. Steve Byrne highlighted just how far the South African operation had come in a few short years, pointing out that it was about to become the second largest and second most profitable country after the U.K. Sales in South Africa were up 142% over the previous year and sales for the current year from its 125 home-based Travel Counsellors were expected to reach R300 million

Steve also announced the results of the annual Travel Counsellors survey for South Africa, which revealed that 94% of Travel Counsellors would recommend joining Travel Counsellors to travel agent friends and colleagues and that 90% of Travel Counsellors rated head office support as good or excellent.

Worldwide Sales Director Malcolm Hingley congratulated SA Travel Counsellors on the phenomenal take up of the company's new System of Success programme which was developed in the U.K. The programme provides a structured plan and success formula for Travel Counsellors to follow which focuses on relationship building as a key element in building a successful business.

45 suppliers were able to showcase their products at a very successful Pow Wow session and the conference culminated in an Awards Dinner which also featured the game show "Deal or no Deal" where a number of travel and cash prizes were on offer.

In a closing conference address William Puk, Director, South Africa said, "I am very proud of the fantastic company that we have built and are continuing to build together in South Africa. We have taken travel home-working to a completely new level and shown that being a Travel Counsellor is not like being a normal travel agent from years gone by. Just waiting for the phone to ring is yesterday's technique. Today you need to connect with your customers and make them realise that they can't live without you"

### **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 1,200 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.

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

Michelle Bullmore

Tel: +27 21 417 9460

E-mail: [michelle@travelcounsellors.co.za](mailto:michelle@travelcounsellors.co.za)