



**PRESS RELEASE**  
**13 June 2008**

## **Travel Counsellors launches unique on-line testimonial system**

Leading independent travel company Travel Counsellors has launched a unique facility on its agents' personal web pages that allows their customers to post feedback about the service they have received when booking their holidays.

This comes after the company introduced a new look website for its UK customers, which showcases the company's fresh new image and provides its Travel Counsellors with an array of new tools to promote their businesses. This includes the unique ability to post journals on their personal web pages within the website about their own holiday experiences. This gives them the opportunity to showcase their destination knowledge and expertise to potential customers.

The company has now given agents the ability to encourage their customers to post feedback about the service they have received as a Travel Counsellors customer. All an agent has to do is send their customer their own exclusive web link which the client can click on in order to input a testimonial at their own leisure. This has proved an invaluable tool for the company's Travel Counsellors to promote their businesses, as it allows potential clients to hear first hand from an agent's existing customers about the service they provide.

Yorkshire based Travel Counsellor Harry Bratley already has a host of testimonials on his website posted by satisfied customers. This includes comments such as "Over the years we have come to look upon Harry as a friend who we can trust, and he has never failed to give us the best service anyone could expect from his or her Travel Counsellor. Getting to know our preferences and expectations has come easy to Harry and he always gets it right." Harry believes comments like this are helping him promote and build his business.

"This is a fantastic tool for my business," says Harry. "The main advantage of having testimonials on my website is that potential new customers visiting the site can see at a glance just how happy my regular customers are with my service and Travel Counsellors. It gives them immediate confidence to book their travel arrangements with me."

The new 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. Agents also have a dedicated member of staff at the company's headquarters to provide support, help and advice when they are updating their web pages.

Managing Director Steve Byrne comments; "We launched the testimonials function because we believe that there is no better way to promote your business than through first hand recommendation. Our Travel Counsellors build their business mainly through customer referral and recommendation and the fantastic testimonials on the site are a true acknowledgement of the unparalleled service they provide to their clients. This is reflected by the fact that Travel Counsellors has recently achieved a record breaking customer satisfaction score and has a 60% repeat customer booking ratio. We are constantly developing tools such as these to help our agent promote their businesses and provide them with all the support they need so that they can concentrate solely on servicing their customers."

**ENDS**



**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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