



PRESS RELEASE
4 Feb 2010

Travel Counsellors Canada smashes sales records this January

Travel Counsellors Canada is celebrating after achieving phenomenal sales this January, recording 4 best ever sales days out of its top 10.

The leading travel company, which now has 40 Travel Counsellors running their own home-based travel business across Canada, saw January sales end a phenomenal 100% up on last year.

Worldwide the company experienced its highest ever selling day and nine of the company's top ten sales days during January, smashing all previous sales records on Friday 15 January with a sales total of C\$3.17 million, beating the previous best day of C\$2.59 million in January 2008 by 22%, and achieving the fastest million in the company's history.

The Canadian operation also saw 10 of its agents have their best ever sales month. Bracebridge based Travel Counsellor Shelly Reid-Jackson, who achieved Best Newcomer in 2009, achieved number one sales in Canada for the month of January. Joining Travel Counsellors in May 2009, she believes the secret of her success is the unique service she can provide to her customers and the network of support provided by the company; "People want to go on a stress-free holiday and are looking for service that goes above and beyond. There's no doubt in my mind that the system of support that Travel Counsellors provides me is fundamental to me being able to deliver a better service to my customers and enabling me to continue to grow my business in leaps and bounds. What a great way to start the year. My feet still haven't touched the ground."

The company, which now operates in seven countries and has over 1,100 agents worldwide, has reported its international sales are 100% on last year and a staggering 300% up on 2007. It continues to experience exceptional expansion in its overseas operations, with international sales now accounting for 50% of growth on last year and 90% of growth on 2007. Its international sales account for 26% of total sales so far this year.

Canadian General Manager Lynda Sinclair comments; "We are delighted to have seen such a fantastic start to the year for our Travel Counsellors in Canada. It is certainly a promising sign for forecast sales and the fact that people have regained faith in the economy and looking towards the year ahead in a positive light. It proves that people want to go on holiday and are looking for an agent who can provide the highest levels of personal service. I would like to thank each and every one of our individual Travel Counsellors for their contribution to these fantastic sales figures. As a company we are dedicated to supporting each individual agent so they can develop their businesses through providing the best customer service, whilst enjoying the flexibility and benefits of running their own home based travel businesses."

Travel Counsellors Canada in-house dynamic packaging system, Phenix, allows agents to create their own tailor-made packages, adding value for customers and giving them the power to control their own margin and dramatically increase their earning potential.

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 (\$A467m / R3.2bn / \$434m / C\$453m / €288m). 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.

For further information contact:

Tara Sutton or Lynda Sinclair

Tel: 416 361 0010

E-mail: tara.sutton@travelcounsellors.com or lynda.sinclair@travelcounsellors.ca