



Travel Counsellors: key facts

Founded

1994 by Chairman David Speakman

Staff

Head office: 200 staff are located at the company's headquarters in the UK and overseas offices.

Agents: Over 1,200 home-based agents located throughout the UK along with Ireland, the Netherlands, South Africa, Australia and Canada.

Awards

2010 – Travel Agent of the Year – 24th annual Guardian, Observer and Guardian Unlimited Awards as voted for by readers

2009 – Travel Agent of the Year – 23rd annual Guardian, Observer and Guardian Unlimited Awards as voted for by readers

2008 – The British Travel Industry Hall of Fame inducted Chairman David Speakman in recognition of his achievements in the travel industry

2007 Travel Agent of the Year – 21st annual Guardian, Observer and Guardian Unlimited Awards as voted for by readers

2007 Accenture Innovation Award and the Outstanding Achievement Award - Travel Weekly Globe Awards

2006 Travel Agent of the Year – 20th annual Guardian, Observer and Guardian Unlimited Awards as voted for by readers

2005 CBI Growing Business Awards winner – technology category

2003 - 2008 Queen's Award for Enterprise

Turnover

Travel Counsellors is the world's largest independent home-based travel company with turnover at the end of its last financial year (Oct 31 2010) of £315 million.

Statistics

Turnover – '98 – £16m, '99 - £26.5m, '00 - £39m, '01 - £50m, '02 - £81m, '03 - £97m, '04 - £128m, '05 - £150m, '06 - £175m, '07 - £212m, '08 - £245m, '09 - £255m, '10 - £315m

Our agents

83% of our agents are women, 77% have children, 71% are aged between 31-50

Experience

Our agents have an average 20 years experience. Before joining Travel Counsellors 60% were either managers, deputy managers or owners of high street / retail travel agencies

Net Promoter® Score

The company uses the Net Promoter® Score system to measure customer satisfaction. Two weeks after booking all customers are sent a simple question 'How likely is it that you would recommend your Travel Counsellor to your friends and colleagues?' Customers can give a score ranging from 1 to 10. Since Travel Counsellors started measuring our customers' responses in 2007 it has consistently achieved a world beating score of over 90%, far higher than that achieved by other travel companies and putting it among just a handful of companies worldwide that are rated so highly by their customers.



Job satisfaction

97% of our agents would not return to their previous job and 96% would rate their level of job satisfaction as high or very high. 81% of our agents say their work / life balance has improved since joining Travel Counsellors.

Independence

No one operator accounts for more than 8% of the company's business, meaning – unlike most retail agents – we can offer our customers real choice

Personal service

On average each Counsellor has approximately 60% repeat business

What we sell

Tailor made holidays are about two thirds (65%) of our business, booked either with specialist tour operators or dynamically packaged using our own award-winning Phenix system. The remaining 15% consists of cruise and business travel bookings. Packages represent 20% of total sales.

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