



## 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 1,100 home-based agents located throughout the UK along with Ireland, the Netherlands, the US, South Africa, Australia and Canada.

### **Awards**

2009 – Travel Agent of the Year – 23<sup>rd</sup> 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 – 21<sup>st</sup> 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 – 20<sup>th</sup> 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 2009) of £255 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

### **Number of agents**

'93 - 11 agents, '00-146 agents, '01-206 agents, '02- 285 agents, '03 – 400 agents, '04 – 450 agents, '05 – 560 agents, '06- 700 agents, '07 – 850 agents, '08 – 1,000 agents, '09 – over 1,100 agents

### **Who they are**

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

### **Job satisfaction**

96% of our agents would not return to their previous job, 97% would recommend Travel Counsellors to agents in a retail setting and 83% of our agents say their work/ life balance has improved since joining the company.

**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.

**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.

**ENDS**