



TravelManagers Best Sales Result Ever

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TravelManagers are continuing to have significant success recording their strongest monthly sales (based on total transaction value) since commencing business in 2005 and their highest average sales value across all of their 200 plus personal travel managers for 2009.

CEO, Joe Araullo says sales were significantly higher than those budgeted for November.

"We had set strong targets across the network but still managed to beat them by 32 percent. While the improving economy is certainly giving consumers' confidence to travel, keen pricing by suppliers can make achieving the number of transactions to secure sales growth more difficult to achieve. What's most pleasing is that the growth is coming from right across the network, not just one or two standout personal travel managers."

Mr. Araullo says this indicates there is very strong organic growth and illustrates sales growth is not dependant on expanding their network of personal travel managers.

"The calibre of the personal travel managers we have is exceptional. They are dedicated to their clients but also keen to expand their product knowledge and learn about how to grow their own business with advice and guidance from our business partnership managers."



When pressed further for where growth was coming from Mr. Araullo mentioned several standout areas.

"The sales result has been impacted by strong demand for Europe product. This has been encouraged by Singapore Airlines' Earlybird guarantee providing a huge confidence boost as clients are accepting that unlike this year cheaper fares are less likely to be introduced in the coming year. The move by Singapore Airlines made them keen to commit and secure their 2010 travel arrangements."

However TravelManagers' personal travel managers also noted the increased enquiries for North America and cruising.

"Clients are being influenced by the lower airfares resulting from increased competition on the Pacific and they see cruising as a real value proposition at the moment."

Mr. Araullo says the strong financial results are not circumstantial and definitely due to the company's investment over the past 24 months.

"We haven't sat back and waited for the clients to call us, we have been very active with the introduction of our personal travel managers 'Personally Yours' eNewsletters. These have generated excellent interaction. We've formed strong relationships with suppliers that have resulted in exclusive training and famil opportunities and participation in European Travel Expos across Australia during October and November."

Mr. Araullo put the high level of cruise bookings down to the personal travel managers' commitment to obtaining their ICCA (International Cruise Counsel of Australasia) accreditation.

"Having confidence in our product offering is essential. The clients our personal travel managers attract expect first-hand knowledge of the products being offered. Our personal travel managers are committed to this and the November financial results are proof it's certainly working."

The bigger message however according to Mr. Araullo is that the personal travel manager concept is striking a cord with travellers.

"The increase each month in our total sales volume says to us that people love having a choice when it comes to 'who' they will have book their travel. They see the personal travel manager as an effective way to arrange their travel. It is clearly the way of the future for discerning travellers and provides them with a prestigious but simple and effective consultation and booking channel."

For more information visit: <http://join.travelmanagers.com.au>

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