



**High Growth  
Private Equity.**

# **Travel Counsellors**

A woman with dark hair is holding a large slice of watermelon in front of her face. The watermelon slice has a heart-shaped hole cut out of it, through which her eyes are visible. The background is a blurred outdoor setting, possibly a beach or park, with a blue sky and some greenery. The overall tone is bright and summery.

# Disrupting in the global travel space

## Objective

Establish a positioning that embraced the core strands of technology, talent and CSR, while highlighting the company's rapid growth and disruption story in the global travel market.

## Results

- Won national business awards including the Customer Focus Award at the 2017 National Business Awards and the 2017 BVCA North West Management Team of the Year
- Included in The Sunday Times Top Track 250 for the third successive year and The Sunday Times International Track 200 for the sixth
- National business profiling in The Daily Telegraph, The Times, City A.M, covering financial results, award wins and recruitment
- 11 years of consecutive double digit revenue, supported by PE-backed investment, passing the £500m total transaction value for the first time
- A network of 1,700 Travel Counsellors across seven countries, including over 1,000 in the UK
- Significant investment in technological innovation, with an additional £21m provided in 2017
- A series of speaker platforms and roundtable events for members of the senior management team, including at Northern Powerhouse-led events



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