

# Travel Counsellors unite in Adelaide

**THE** Travel Counsellors' experience was the key focus of the group's annual conference over the weekend in Adelaide, with TC agents from around Australia coming together for two days at the Pullman Adelaide.

This year's event welcomed 40 more attendees than last year, with a total of 220 delegates made up of Travel Counsellors and their partners, business leaders, the support team, supplier partners and the media.

Regional MD Kaylene Shuttlewood told **TD** this year's event was about focusing on what the customer says about their experience booking with Travel Counsellors, with conference sessions punctuated with testimonial videos from some of the group's top performers and their clients.

The weekend also saw Travel Counsellors updated on various areas of the business, from operations to marketing and the group's in-house booking platform, Phenix.

Global CEO Steve Byrne delivered a passionate address reminding agents their key purpose was to care for their customer and deliver an itinerary that best suits their customers' needs.

"This is not a network of agents who work from home," he said.

"This is a community empowered by a platform that enables travel entrepreneurs to scale their business in a way that meets their needs and their family, recognising that those needs may change over time."

"Our job is to connect you together so you can help each other, he said.



**TRAVEL** Counsellors admire their surroundings at the welcome event at the National Wine Centre of Australia.



**TRAVEL** Counsellors CEO Steve Byrne (right) and Training and Business Development Executive Ben Quinn (back row) catch up with agents over a tipples at the National Wine Centre.



**KAYLENE** Shuttlewood, Regional Managing Director with Steve Byrne, CEO.



**TRAVEL** Counsellor Lisa O'Brien catches up with The Hotel Connection Owner and Director of Sales Sarah Whitty and Banyan Tree Hotels and Resorts Director of Sales and Marketing Victoria Hobbs at the Welcome Event.



**LANI** Symons Vaughan (centre) begins her preparation for her upcoming Quark Expeditions journey with the cruise line's Sarah Arane and Jarrod Zurvas.

**SOME** of the Melbourne Head Office team strike a pose at the Gala Awards night.



**COVER-MORE'S** Nicky Moorcraft and Nathan Burke showcase their wares at the Pow Wow supplier showcase.