

**Travel by Design Group**

**www.TravelByDesignGroup.com**

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Source: The Mail on Sunday

It's official: Go to Travel By Design for the best travel advice

Travel by Design in Alderley Edge was recently singled out as one of the best travel agents in the country by a major national newspaper\*. Describing the service provided by Travel By Design's staff as 'faultless', the article praised the professionalism, the in-depth research and the confidence with which queries were handled by the four-strong Travel By Design team.

The mystery shopper-style investigation put five of the UK's best travel agents to the test with a series of questions designed to assess the level of service that customers would normally receive. Travel By Design emerged the clear winner.

Kristina Hulme, who founded the company with her sister-in-law Irene Hulme 16 years ago, comments:

"We are delighted by this accolade. The secret of our success is a broad mix of different elements. We are specialists in our field, so we can offer authoritative guidance on destinations, activities, airlines and all travel-related queries. We have all travelled extensively and have first-hand knowledge of the destinations that we recommend. Most importantly, we strive to offer our customers 100% satisfaction."

### **What made a small travel agency in Cheshire stand out amidst the competition?**

Kristina Hulme continues: "Mass market travel agents are allocated just a few minutes to sell a holiday, whereas we understand the need for time to talk through the various options and for the customer to reach a decision that they are completely happy with. Our appointment system works particularly well because we allow sufficient time for each customer. It can take up to an hour to book a single-centre holiday or several hours to plan a multi-centre trip. People are spending money on a holiday unseen, and it is our job to ensure that it fully lives up to their expectations. The fact that we spend time getting to know our customers and booking the right holiday for them is a huge factor in explaining why they return to us time and again. We are currently enjoying a 90% conversion rate from this service."

**Around 70% of Travel By Design's customers have booked with them before** and many who used the company's services when it first started, 16 years ago, now have grown children who plan their own honeymoons and holidays with the same travel agent their parents have always used.

Kristina and Irene boast a wide range of industry contacts, which has particularly helped in securing their status at the forefront of their profession. They have received accolades from the Canadian High Commission - a country in which they specialise - and Kristina has served as a member of the AITO Specialist Travel Agents' Panel\*\* for five years.

Continues Kristina: “We regularly deal with the Managing Directors of the specialist companies with which we work and this allows us to go the extra mile for our clients. Taking a strong interest in industry issues means that not only are we privileged to have the ear of those who can really make dreams happen, but we are also in the very best position to advise our clients on all the issues affecting their holiday.”

**To make an appointment with the Travel By Design team to discuss any travel plans, ring 01625 584195 or email on [info@travelbydesigngroup.com](mailto:info@travelbydesigngroup.com).**