

## totaltravel.com appoints ex-Flight Centre eCommerce Chief

**November 2, 2005**

totaltravel.com has appointed Flight Centre's former eCommerce Australia chief as its new global marketing manager.

Paul Fisher was responsible for developing five of Australia's top travel websites including flightcentre.com.au, Australia's no.1 travel agency website, quickbeds.com, escapetravel.com.au, travelthere.com and studentflights.com.au during his time as founder of Flight Centre's eCommerce division.

totaltravel.com is the number one site for Australian's seeking information about destinations.

Mr Fisher's appointment comes as totaltravel.com achieves more than 250,000 page views per day.



Paul Fisher

"This is an exciting time to join totaltravel.com with more than 30,000 users logging on to it each day," Mr Fisher said.

"That makes it bigger than Lonely Planet, AAA Tourism and all the State Tourism Authority sites such as Tourism Queensland for Australians seeking information about destinations."

"And under Hitwise's Destinations and Accommodation category, it is now hard on the heels of hotel booking engines such as wotif.com."

Launched in 2002, totaltravel.com delivers both a travel guide and a place to find accommodation, activities, transport, restaurants and other visitor information.

Users can seek information about a destination and then be directed to a local business in the area.

The site now offers more than 250,000 pages with contact details for more than 100,000 Australian businesses.

ENDS

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