

## **totaltravel.com achieves record results as more tourists abandon travel agents**

**December 20, 2005**

totaltravel.com, the number one site for Australian's seeking information about destinations, has achieved record results with the highest ever figures for email enquiries and phone number requests and 223,000 click-throughs directly to supplier websites last month.

The results come shortly after Qantas scrapped its base commission for domestic travel agents in the latest sign of the seismic shift occurring in the travel industry.

"Qantas' decision is part of a global trend with commissions to traditional travel agents being cut as more and more potential customers turn to the internet for their travel needs," said global marketing manager for totaltravel.com Paul Fisher.

"In November totaltravel.com referred a record number of customers on directly to travel suppliers and advertisers, with email enquiries received by totaltravel.com up 17% from October, phone number requests up almost 50% and click-throughs up 13%," Mr Fisher said.

"And compared to November last year, our visit numbers are up 296% to 614,000 this November.

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

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.

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