

totaltravel.com Achieves Record Results As More Tourists Click to the Web

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Australians are increasingly turning to the web to plan and book their holidays with totaltravel.com, the number one site for Australian's seeking information about destinations, achieving record figures in its latest results.

The number of visitors to the totaltravel.com site in December was up 125% compared to the same period the previous year with December also seeing more than 228,000 click-throughs directly to supplier websites.

Paul Fisher, totaltravel.com's global marketing manager, said it was significant that 43% of visitors to the site took the additional step of clicking through to a featured supplier website, retrieving a phone number or sending an email request direct to a supplier.

"With almost half of visitors taking the next step, it shows Australians are doing more than just turning to the web for preliminary information," Mr Fisher said.

"Consumers are becoming more savvy and realising they can get better deals by going direct to suppliers rather than dealing with anyone that is getting a commission or potentially adding margins."

The December results confirm totaltravel.com as 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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Media enquires:

Paul Fisher
Global Marketing Manager
totaltravel.com
Phone +61 (0)2 6680-8755
Mobile +61 (0)404 057 367

Head Office

Suite 2, 13 Lawson Street
Byron Bay NSW 2481
Australia

Mailing Address

PO Box 1825
Byron Bay NSW 2481
Australia

Contact

T +61 (0) 2 6680 8755
F +61 (0) 2 6680 8744
E info@totaltravel.com