

totaltravel.com Awarded Best Australian Travel Site by NetGuide

March 29, 2006

Respected internet magazine NetGuide has declared totaltravel.com the best Australian travel/tourism site in its latest awards. The award caps a series of record months for totaltravel.com for visitor numbers to the site which is now ranked by Hitwise as the number one site for Australian's seeking information about destinations.

NetGuide said the totaltravel.com site did an "excellent job of providing information about Australia to both Australians and overseas visitors".

"totaltravel.com provides masses of travel information that is easy to find because the site is well designed.

"It makes it possible for you to give to research destinations in great detail and gives all the contact information you need to go right ahead and make a booking – what more could you want from a travel site?"

totaltravel.com spokesman Paul Fisher said the NetGuide award was recognition of the efforts to make totaltravel.com the most professional, informative and user friendly tourism and travel site available with currently up to 40,000 visitors a day.

"The number of visitors to our site continues to grow a day because travelers know they can find information they want fast and efficiently," Mr Fisher said.

"totaltravel.com is now bigger than Lonely Planet, AAA Tourism and all the State Tourism Authority sites such as Tourism Qld 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.

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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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