

## totaltravel.com Achieves One Million Visitors per Month

**July 5, 2006**

totaltravel.com, the number one site for Australian's seeking information about destinations, has achieved a record result with its number of visitors per month passing the one million mark in each of the last 3 months.

Of these, almost half a million a month sought to contact supplier/advertisers by phone, email or websites clickthrus. Global marketing manager for totaltravel.com Paul Fisher said visitor and "clickthrus" numbers had doubled in the last six months.

"The Hitwise market share report for the Destinations & Accommodation category ranks totaltravel.com as the second most visited site behind Wotif.com with the site now experiencing up to 52,000 visits to the site each day," Mr Fisher said.

"Our market share has grown considerably, overtaking Cendant's Hotelclub, with visitors attracted the rich destination content and the opportunity to deal directly with a supplier and save money. "totaltravel.com was already bigger than Lonely Planet, AAA Tourism and all the State Tourism Authority sites such as Tourism Queensland for Australians seeking information about destinations.

Mr Fisher said that on the supply-side totaltravel.com had seen exceptional growth in interest from large chains who have changed their marketing strategies and were now looking for credible alternatives that do not conflict with their marketing and direct distribution plans.

"The big chains are getting directives from head office to pull back on lastminute inventory while smaller suppliers are happy there's a real alternative to wotif.com and other last minute sites," Mr Fisher said.

"Of course, having access to more than one million prospective travelers is a very attractive proposition."

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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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