

totaltravel.com launches travel site in New Zealand

September 19, 2006

Australia's most popular online travel directory, totaltravel.com, has launched a new 'one-stop' travel guide for visitors to New Zealand.

Visitors to totaltravel.co.nz will be able to search for accommodation, attractions and tours, shops and services, activities, transport and restaurants in New Zealand.

Users can seek information on a region and then be directed to local businesses in the area, with the website modelled on totaltravel.com's successful Australian website.

"The website provides all the information users need to contact the supplier and make a booking straight away," totaltravel.com global marketing manager Paul Fisher said.

"Unlike other online agents like Wotif.com or lastminute.com, totaltravel.com does not take any commissions, so travellers can save money by dealing with travel operators directly. This way, travellers can still have some of their hard-earned dollars to spend when they're actually away on holiday"

Mr Fisher said totaltravel.com hoped to repeat the success of the Australian website, which received more than 1.4 million visits in August and is ranked by Hitwise as the number one site for Australians seeking information about destinations.

"The New Zealand site has the same user-friendly layout and design as the Australian site, so overseas visitors and residents can quickly and easily find a wealth of travel information," he said.

Mr Fisher said businesses would be able to advertise their services on the website free of charge, with their contact information, a description of their services, photos and a link to their website displayed.

"Travel and tourism businesses will have access to our large online audience - and because they don't have to pay any commissions it will be more profitable for them. It's totaltravel.com's aim to work with local businesses and help the New Zealand tourism industry grow and prosper."

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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.

Earlier this year, totaltravel.com was declared by internet magazine NetGuide as the best Australian travel/tourism site in its latest awards.

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