



# Extreme Tourist.com

## Press Release

Wednesday, September 29, 2004

### **ExtremeTourist.com flying high on success!**

An exciting new venture is getting ready to take you places you've never imagined ... all in your own backyard!

Get set to experience travel as an extreme tourist, with a website that will equip you with all the tools needed for maximum enjoyment. Want to know where to skydive in the Northern Territory? Extremetourist.com can tell you. Want to check out the range of backpacker hostels in Perth or find a great hotel in Tasmania? The Extremetourist.com site has all the right information, at your fingertips.

Extremetourist.com was launched in March of 2003 and has grown rapidly since. Last week on World Tourism Day September 27, Extreme Tourist re-launched their site with a completely new look and professionally designed site.

Extremetourist.com is operated by Perth-based MedialQ who have worked tirelessly to build a unique site that will help people explore Australia and really experience everything the country has to offer.

"Why sit by the pool in a resort when you can venture outside and really immerse yourself in the local sights and specialties" prompted Adam Blake, founder of Extremetourist.com.

Visitors to the site can look around, search their destinations, develop their own ideas or become a member and create their own "Profile Page", a diary of their travels, an online itinerary and take part in the travel chat forums. Extremetourist.com is completely free of charge for visitors and members.

The site is a free service for the community paid for by supporting businesses who subscribe. Tourism and related businesses subscribe for a low yearly fee (AUD\$340) and enjoy maximum exposure for their business as Extremetourist.com go about promoting their products and services. Subscribers are able to login to a Subscribers Site and adjust their own "Profile Page" and all information about their products and services. Currently businesses wanting to be involved can take advantage of a free three-month trial subscription by logging on now.

"We really do more than just take their [tourism operators] money for a simple advertisement and leave it at that – we work to actively promote tourism businesses – they are our clients and they pay us to work for them" Mr Blake said.

"Australia has a great deal going for it, for international visitors and locals. Extreme Tourist is about introducing travellers to some of the adventures and wonders of Australia and the people who make it possible".

Extremetourist.com is proud of the online community establishing itself on the website, with travellers exchanging tips and ideas in their profiles, chatting in the forums and making bookings for accommodation and tours featured on the site.

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