

Press Release:

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School Holiday Travel Goes High-Tech

Australian holiday makers are changing the way they travel, researching and booking trips themselves, and taking on the traditional role of travel agents.

iSpeedy CEO Peter Biedak said travel technology is moving at breakneck speed and it's altering the face of the industry.

"The internet and the rapid increase in smart phone technology have meant travellers can bypass travel agents by booking and changing their own trips. It's cheaper and easier because they are doing it themselves." Mr Biedak said.

"The technology has progressed to a point where travellers can now search, book, store, and change their air, car and accommodation bookings directly from their Blackberry, iPhone or Android smartphones."

The new technology also allows people to connect their travel plans with others via social networking sites such as Facebook, LinkedIn and Twitter, allowing them to share their booking and itinerary information with friends, family and colleagues.

"These advances are making it cheaper and easier for holiday makers and Australians are taking full advantage of the new technology these school holidays," Mr Biedak said.

Mr Biedak, who's been at the forefront of global travel technology for more than two decades, said exciting advances like 'cloud' technology are set to further revolutionise travel.

It comes as the domestic tourism industry faces its biggest challenge since September 11 with the combination of the high Australian dollar, devastating January floods and the latest ash cloud disruption wreaking havoc in the industry.

"The combination of these factors has resulted in a very competitive market which means this is now the best time to holiday for many years. We are seeing some great specials as tourism spots compete for every travel dollar," Mr Biedak said.

Find out more:

- How technology is helping (& hindering) travellers
- How to make the most of the current price wars
- Why the cost of travel is lower than 20 years ago

- Why crisis management has become an everyday strategy for airlines

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Background information

About Peter Biedak:

Travel technology specialist and iSpeedy CEO Peter Biedak is renowned in the industry for the development of an Australian-first integrated travel booking system which he sold to one of the market's biggest players.

His latest work, the iSpeedy Travel App, is taking the system global. It's a new booking platform that introduces paperless travel to the market and is already outperforming all existing booking systems. For more information visit: www.ispeedy.com