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ETRAVELOGUE LAUNCHES FREE ROAD TRIP PLANNING WEBSITE

SALEM, Massachusetts – An innovative new Internet site enables vacationers and travel planners to produce road trip itineraries and find attractions of interest along their routes; complete with driving directions and maps. The online road trip planner can be found at www.eTravelogue.com. All travel planning tools at eTravelogue are completely free of charge.

The site provides a number of tools useful to travelers planning road trips, including city guides, attraction reviews, road construction information, and television and radio listings by geography. Users can also post travelogues of their trips for other travelers to use in planning their own itineraries.

eTravelogue provides one-stop-shopping for road trip planning information in a very user-friendly format. "It is perfect for planning a trip," wrote one user of the site. "Everything is understandable and (the) links are easy to navigate", commented another user in a recent survey.

With eTravelogue, travelers create road trip itineraries by choosing the start and end points of their trip, selecting attraction categories (museums, amusement parks, etc.), and a maximum distance from their route. The site then produces a list of attractions matching these criteria. From this list, users decide which attractions they'd like to visit. The chosen attractions are then added to the user's route where driving directions and maps are generated. After their trip, users are encouraged to return to the website to share their experiences with others.

The site is especially beneficial to attraction operators, as eTravelogue offers a unique opportunity to be seen by travelers who are specifically planning to visit their respective areas and types of attractions. eTravelogue offers listings and promotion services to attraction operators free of charge, and as travel planners using eTravelogue already have a destination in mind, they are much more likely to become paying customers of these attractions than are web surfers who found the attraction through a typical web search engine.

Since the launch of eTravelogue, an average of approximately 200 visitors come to the site each day, and performing over 2200 attraction searches, resulting in an average of almost 100 road trips planned everyday. Nearly 700 users have established accounts to use the free services on a regular basis for their trip planning needs. As this trend continues through the summer road trip season, listed attractions will be well situated to capitalize on these searches.

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