

MEDIA RELEASE

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AUSTRALIAN MARINAS GUIDE LAUNCHED!

The first online Australian Marinas Guide has just been launched as a comprehensive free resource for boaties www.marinasguide.com.au. Aiming to list every marina in Australia, almost 300 marinas (and even a few safe harbours where conventional marinas don't exist) are included in this directory. The Guide was developed to meet boaties' needs after extensive research and development. The site is designed for mariners regardless of their style of recreational pursuits: new boat purchasers looking for berth options; small boat owners exploring local waterways; international and Australian cruisers making coastal passages; past and future boat owners who enjoy a boating and waterfront lifestyle. All demographics share one common need: to be kept informed about marinas and boating lifestyles.

Research indicated that these groups wanted to enjoy their day out on the water and didn't want to waste time trawling the web trying to find a safe marina stopover. When undertaking passage planning, they wanted to know where the safe harbours were located. They needed to know which facilities were available and how to contact the harbourmaster. Once they reached a new cruising ground they wanted to know about local services and facilities. Research indicated that the marketplace didn't service this need adequately.

The Australian Marinas Guide was developed to meet this demand utilising the latest in internet interactivity. A custom designed mapping system offers aerial views of every marina, allowing users to zoom in to gain a birds eye view of marina layouts. An Events Calendar keeps users up to date with boat shows, regattas and festivals. Trip Planners comprise coastal passage and anchorage notes to help with passage planning. On the Waterfront is where boaties can find out what to see and do in unfamiliar destinations. The site has been designed with fun loving boaties in mind.

Fiona Harper is the founding Editor of this *definitive* online marina guide. With qualifications in travel, journalism and yachting, she has diverse skills and experience across a broad network, ensuring her contacts keep her informed and updated in marine and travel industry trends. Fiona is a member of Aust Journalists Assoc and the Aust Society of Travel Writers. Additionally, she has over 20 years of commercial, racing and leisure boating experience in Australia, New Zealand and across the Asia/Pacific region. There's hardly a local waterway or marina that she doesn't have first hand knowledge of. (www.fionaharper.com.au)

For further information please contact:

Fiona Harper

fiona@marinasguide.com.au

0425 795 453