

Fact sheet: **a little bit about us**

lastminute.com.au offers Aussies thousands of inspiring opportunities to see and savour the world. From hotels to holidays, flights to facials, and cooking classes to car hire, we help put the living back into life! These are the facts:

Who is **lastminute.com.au**?

- Launched in Australia in 2000, our distinctive travel and lifestyle brand embodies spontaneity, inspiration, adventure and unique value.
- We believe what you put in your memory bank is far more important than the contents of your piggy bank. We help you make those spur of the moment, seat of your designer pants decisions that put the living back into life.

What does **lastminute.com.au** offer?

- Our range of travel and leisure products and services include hotels (worldwide), flights (international and domestic), holiday packages, gifts, alcohol, experiences, car hire and travel insurance. Everything you could need to live every last minute!
- Our Secret Hotels® give Aussies access to posh hotels without having to shell out big bucks. The rates are so low our hotel partners won't reveal themselves until you've booked!
- We offer over 75,000 cheap airfares to more than 118 countries, and a choice of 70 international and domestic airlines.

How often do people book on **lastminute.com.au**?

- A hotel room is sold *every minute* on lastminute.com.au (Oct '11).
- A Secret Hotels® deal sells every 4 minutes on lastminute.com.au (Oct '11).
- A flight is sold every 9 minutes on lastminute.com.au (Oct '11)

How big is the **lastminute.com.au** audience?

- Our email updates reach more than 440,000 Australians every week (Oct '11).
- Our site receives around 1.2 million visits per month (Oct '11)
- We enjoy more than 10 million page impressions per month on lastminute.com.au (Oct '11).
- We have a strong social media community of 20,000+ thanks to our presence on Facebook ([facebook.com/lastminute.com.au](https://www.facebook.com/lastminute.com.au)) Twitter (twitter.com/lastminute_au) (Oct '11)
- Our blog www.liveeverylastminute.com.au is quickly growing in popularity with readers visiting each day to enjoy our frequent and informative lifestyle posts.

For more information or interviews requests, get in touch:

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