

21 January 2015

## MEDIA RELEASE

### Booking on the go with Kangaroo Island SeaLink

Just as many people are expected to access SeaLink's website from mobile devices as via desktop computers by mid 2015 following the rollout of a major responsive website upgrade.

Since enhancements were recently completed, the number of people accessing [www.sealink.com.au](http://www.sealink.com.au) on their phones and tablets has sharply increased and is expected to double by the end of 2015.

SeaLink South Australia General Manager Donna Gauci said mobile and tablet users were even exceeding the number of desktop users on the website on some days.

"In the travel industry, it is essential to reach people who are already on holidays and using mobile devices to research destinations and book tours," Ms Gauci said. "While people may organise a holiday from a desktop computer or mobile device at home, they're generally using mobile devices once their holiday has begun."

SeaLink's new website adapts to a myriad of viewing sizes compatible with devices such as desktops, mobile phones, tablets and those "in between" such as the iPhone 6 and Samsung Note. The website also works better with touch screens, moving away from "cursor-centric" design where a mouse is needed to navigate.

"Our website has become one of our most important 'shop fronts' for selling holidays to Kangaroo Island and is constantly being developed based on feedback both from our customers and our own analytics," Ms Gauci said.

"We at SeaLink are committed to the ongoing development of our mobile friendly website to assist our customers who have busy lifestyles and want to investigate and book Kangaroo Island, while on the go."

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**MEDIA INQUIRIES:** For further information and images call Marketing Manager Julie-Anne Briscoe on 0408 695 413 or 8202 8699.