

INTREPID TRAVELLERS START YOUR JOURNEY HERE

www.explora.com



18 September 2009: explora – pioneers in experiential travel to South America’s most remote and unexplored territories – today launches its new and fully comprehensive website, www.explora.com

After months of consultation with travel partners and past travellers as well as extensive photoshoots, explora has developed a site that leaves no stone unturned. Flanked by the new explora logo and accompanied by breathtaking new photography, prospective explora travellers and travel agents are treated to informative content and fresh features.

The site offers in-depth historical and geographical background into the vast expanses of the Atacama Desert, the glaciers and Torres del Paine National Park of Patagonia and the mystique of Easter Island - the locations of explora’s three lodges. It also guides visitors through the four *Travesías*, explora’s unique nomadic journeys. These 8-11 day expeditions take explora travellers into remote areas of Chile, Bolivia and Argentina to discover unspoilt natural beauty and remarkable diversity.

Information on flora and fauna worthy of an encyclopaedia has also been added to the site, as well as detailed architectural background on the explora lodges. Visitors are also able to dive into Chile’s culinary offering thanks to the local recipes made available online, directly from explora’s chefs.

To support their valued travel agent partners in their sales efforts, explora has introduced a dedicated, password protected ‘Travel Agent’ section and a real-time booking engine to check availability instantaneously. The third language of Portuguese has also been added which supplements the existing Spanish and English.

A new ‘search’ option further increases the versatility of the site and allows visitors to: access new photo galleries; download recent press releases and articles; search by specific themes, such as honeymoon, family travel, horse-riding, astronomy and; access background information on the company’s



philosophies plus corporate policies on subjects such as sustainability. explora's new Facebook and Twitter fan pages and option of receiving RSS feeds open a direct dialogue to ensure that agents and explora travellers are kept up to speed with the latest news and offers.

explora has always championed the 'art of travel and exploration' – a philosophy which underpins the company's ethos – and this is apparent in their newest venture. This partnership with the six-bedroom Casa Porta in the heart of Chile's Alto Cachapoal Valley offers explora travellers 1-2 day wine tours and tasting sessions at the Viña Porta wineries.

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Notes to editors:

explora is not so much a hotel group as a revolutionary way of traveling to remote places in South America, where the focus is on in-depth exploration of the surroundings and the luxury of the essential. Founded in 1989, explora encourages a new attitude towards travel for those who have a passion for discovering new places and people, in relatively unexplored regions of the southern tip of South America. explora owns and operates three lodges – explora Atacama, Hotel de Larache, explora Patagonia, Hotel Salto Chico and explora Rapa Nui, Easter Island (a certified LEED property) - together with four different 'Travesías' that offer travellers nomadic journeys throughout Atacama, Easter Island, Patagonia, Argentina and the salt flats of Bolivia.

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