



INDUSTRY VETERAN JOINS LOKA AUSTRALIA

In September 2016 Campbell Shepherd former CEO of Base Backpackers joined the ranks of the Executive Leadership team of LOKA – a Flexible Travel Network that operates up and down the Eastern seaboard of Australia.

Loka launched in November 2014 with the aim of providing a better travel solution for young adventurous travellers other than ordinary express bus and mainstream tour options. It is currently the market's only flexible, guided travel network in Australia, getting travellers immersed in local culture and activities through its unique stops off the beaten track.

It's the brainchild of travel pioneer, Neil Geddes (founder of iconic travel brands including Kiwi Experience, Oz Experience, Stray Travel Networks in New Zealand, South East Asia and Spaceships Campervan Rentals). Loka builds on his past experience.

"I am proud to announce Campbell Shepherd as our new partner in Loka" says Mr Geddes. "Campbell has bought out my initial funding shareholder and brings huge experience to the business. We first worked together when he was GM of Kiwi Experience and over the past number of years as the CEO of 'Base Backpackers Australasia'."

Mr Shepherd comments "I've worked with Neil over the years in many capacities and so it's great to be partners with him in his latest venture. I'm very excited to work in the business and help it grow to become the dominant carrier of backpackers on the East Coast of Australia (and further afield)."

"Loka is set apart from the competitors in that it aims to provide an immersive and genuine Australian experience in the same way as Kiwi Experience or Stray do so well in New Zealand" said Mr Shepherd. "It's important as the Australian Backpacker industry that we provide truly great trips and once in a lifetime experiences for our customers, to improve the word of mouth to levels like New Zealand achieves." He goes on to add "I believe Australia continues to undersell the incredible assets that this nation has to offer by pushing customers from one tourist destination to another without taking in the great sites and experiences that are available in between. The Australian industry is under pressure from other destinations and to thrive it needs to deliver its customers authentic, unique experiences that enhance the Australian brand. This is what Loka is all about."



On top of its travel network Loka has developed a market-leading mobile web application, which allows travellers to book 'on and off' departures, evaluate activities and attractions (through reviews from other travellers) to empower travellers to create their perfect custom itinerary.

Loka carried over 3500 travellers in the past 12 months. This summer Loka is increasing the number of departures on its travel route between Sydney to Cairns from the minimum of three to up to five per week. Passes are available from Sydney to Cairns, Sydney to Brisbane, Byron Bay to Cairns, Brisbane to Cairns and in reverse. Loka also operates a uniquely backpacker/nature focused product for the Blue Mountains.

The cost of a pass ranges from \$175 for two days travel, to \$1135 for 13 days travel. The passes are valid for 12 months enabling travellers to hop on and off and stay longer at any destination they choose.

The pass includes all transport over that route, whether in Loka buses, trains or boats over its network. All travel is guided, further enhancing the customers' experience with their local tips, humour and understanding of Australia's unique culture, history, flora and fauna.

For further information please visit www.loka.travel or follow the Loka blog worldsgreatesttravel.org for updates.

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For further information please contact Neil Geddes on neil@loka.travel. Please find access to Loka's Image Gallery here, please credit all images to Loka Travel Australia <https://www.dropbox.com/sh/2em9d6asn9umk7u/AADHpfOiNmdWrcPi8PZKflxTa?dl=0>