

**Your Own
Personal Porter**



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Personal Porter™ set to revolutionise the way Australians travel

A new service aiming to reduce the long queues at check-in, move passengers quicker through airports and make travel easier for everyone was launched in Australia today.

New global door-to-door luggage delivery service company Personal Porter™ is introducing a service that will essentially revolutionise the way we travel by letting airline passengers spend less time queuing in airports, avoid the hassle of dragging their luggage to and from airports or for their luggage to be one of the 30 million bags that are mishandled on an annual basis at airports worldwide.

Personal Porter™ is the first company in Australia to offer travellers an online and seamless global door-to-door luggage delivery service with real-time tracking via SMS. The service bypasses traditional check-in by picking up your luggage at your home or office and delivering it to the destination of your choice, ahead of your own arrival,

According to SITA, an IT service provider that tracks luggage information, more than 204,000 pieces of luggage are lost or stolen every year, with over 30 million bags mishandled on an annual basis [1]. The results cost the airline industry billions of dollars every year.

Luggage handling has become a hot topic amongst airlines worldwide. Several major global airlines have introduced strict new changes in how luggage is managed, reducing luggage allowances and increasing excess luggage fees for both domestic and international passengers. The International Air Transport Association (IATA) is also continuing to implement its 'Simplifying the Business' initiative, which will have a further effect on the traditional management of passenger luggage over the next few years.

"Personal Porter™ provides the modern traveller with a convenient, reliable and secure method of transporting their luggage from their home or office to the destination of their choice, thereby reducing the stress of travelling and making it more enjoyable," says James Garrod, Co-Founder and Group Marketing Director, Personal Porter™.

The new service by Personal Porter™ is aimed at the traveller who wants to enjoy a more relaxed journey, including business travellers, senior and leisure travellers, cruise passengers and sports travellers with equipment such as golf bags, skis and surfboards.

[1] Statistics were researched and published by SITA in January 2006. SITA is a service provider of IT Business Solutions and communications services to the air transport community.

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For more information on Personal Porter™, please visit www.personalporter.com

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