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## **QUIT YOUR JOB AND GET PAID TO DO WHAT YOU LOVE**

Have you ever wanted to quit your day job and surf all day or become an expert waterfall chaser? An Australian company is calling Gold Coast locals to do just that... and get paid for it!

**localyokl**, will officially launch on the Gold Coast in March and is seeking *Guides* who want to offer authentic experiences for tourists and get paid for it.

"It doesn't matter if you are 18 or 80, if you have a unique hobby or skill that offers visitors an authentic local experience localyokl want to hear from you," says Experience Creator Ben Crisp.

localyokl is a shared economy business with an online platform that connects locals with visitors wanting to experience the Gold Coast from a local perspective. Visitors can book and pay for real and authentic experiences with local guides through the website.

"localyokl Guides set the price and their availability and have the potential to make doing what they love their full time job," Ben says.

There are more than 10 million visitors to the Gold Coast each year and a growing number of tourists want to discover the essence of the places they visit. localyokl Guides offer everything from surfing hidden beach breaks to touring the hottest new restaurants and everything in between.

The localyokl platform was created when the founders became frustrated by the feeling of being herded like sheep through tourist attractions while on holidays.

"localyokl is about 'doing it with a local,' no queues, nothing manufactured or cookie cutter, just an exciting experience with people who know the area better than any travel book," Ben says.

Gold Coast Mayor Tom Tate says localyokl has his full support and looks forward to seeing what kind of experiences Gold Coast residents can dream up.

"We have a story to tell and localyokl can play an important role in sharing our amazing stories. We boast 57 kilometres of beaches, 13,000 hectares of green and open space plus the magical hinterland.

"I remember when I moved here with my family in 1992, the friendliness of locals was a huge draw card. That open spirit and warmth remains, so let's showcase the best of the beautiful places we call home." Mayor Tate says.

To register as a Guide log on to: [localyokl.com](http://localyokl.com)

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