



FOR IMMEDIATE RELEASE

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## TOURISTS TO EXPERIENCE THE GOLD COAST 'LIKE A LOCAL' WITH LAUNCH OF NEW WEBSITE

If you have ever wanted to take a holiday and experience the area like a local, now you can!

Australian company, *localyokl*, has launched a website that connects locals with visitors wanting to experience the Gold Coast from a local perspective.

From today, visitors can search for unique experiences on the website, book and pay before being paired up with their local. Anything from waterfall chasing to astrophotography are available for tourists to try.

Experience Creator Ben Crisp says a 'local guide search' last month saw *localyokl* inundated with more than 150 applications from people wanting to share their hobbies and passions with visitors to the region... and get paid for it.

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

*localyokl* 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.

With new experiences being uploaded to the website daily, *localyokl* is constantly surprised by the variety of activities Gold Coasters are willing to offer.

"We have guides who offer hinterland photography experiences, kitesurfing lessons, spear fishing, golf lessons with a PGA professional, fitness sessions and even a simple early morning beach walk," Ben says.

Gold Coast Mayor Tom Tate says *localyokl* will allow residents to show off the Gold Coast from their point of view, and unveil some of the hidden gems the city has to offer.

"The Gold Coast boasts 57 kilometres of beaches, 13,000 hectares of green and open space plus the magical hinterland. Who better to enjoy this space with than the people that know it best," Mayor Tate says.

To win a *localyokl* experience log on to [facebook.com/localyokl](https://facebook.com/localyokl) and enter the Easter competition. (Between April 5<sup>th</sup> – 12<sup>th</sup>).

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