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ActivityEngine helps Boomers looking for Active Vacations find them online.

CALGARY, ALBERTA, March 15, 2007 - According to the AARP, a growing number of health-minded baby boomers are changing the meaning of relaxation. Boomers are no longer satisfied with just relaxing around the pool and are turning to active vacations. As the trend towards booking travel online continues to expand, Calgary-based World Web Technologies Inc. today announced the release of ActivityEngine™, the complete web-based business platform for activity providers, tour operators and active travel companies.

“Adventure and Activity tour providers face unique challenges” said Frank Verhagen, President of World Web Technologies. “Regular online reservation systems often can’t handle multiple activities or tours that people seeking adventure travel are looking for. ActivityEngine not only lets tour providers offer any number of options to people seeking complete travel experiences, it also allows the tour operators to manage their businesses from anywhere at anytime.”

Being web-based, all the features of ActivityEngine can be accessed from any Internet connection. This flexibility is ideal for activity and adventure tour providers who often need to update information in places that may not be conducive to large amounts of computer equipment.

In addition, the sophisticated reservation engine and online shopping cart of ActivityEngine makes booking unique combinations of activities and options easy. Rafting companies, helicopter tours, motorcoach tours, ski schools, FIT tour companies, and many other activity providers can now take advantage of the Internet travel revolution by offering their unique services online.

“Many adventure travel operators have found traditional reservation systems too restrictive to handle their unique businesses, or don’t want to pay commissions to a central reservations company” says Janie Agar, Director of Sales and Marketing for World Web Technologies. “ActivityEngine can handle any combination of adventure and activity options. The full accounting system means that beyond reservations, ActivityEngine can efficiently manage adventure and tour businesses in their entirety. ”

ActivityEngine does not require providers to subscribe to a central system which may put them in competition with other providers. The system is linked directly to their website and only their products. There is also no per transaction fee, and no commissions to be paid.

ActivityEngine is already in use by tour and adventure travel providers, providing online reservations and business management for theme parks, rafting companies, ski companies and more. ActivityEngine can be accessed with only a computer and an Internet connection, giving users the freedom to run their business on their own schedule, leaving more time to deliver the best possible experience to clients.

For additional information on ActivityEngine or World Web Technologies, contact Janie Agar at (403) 218-4656 or visit www.activityengine.com.

About World Web Technologies Inc. - World Web Technologies Inc. is an Internet marketing and software company for the tourism and hospitality industries. Since 1994, World Web has created and implemented online marketing strategies for hundreds of tourism companies worldwide. World Web Technologies 200,000-page WorldWeb.com travel website offers the most cost-effective online advertising opportunities on the Web. World Web also specializes in custom Internet software and website design.

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