



Press Release

The Online-Travel Guide tripwolf.com is all about the Dolce Vita

The individual and personalized online-travel guide now speaks Italian

Vienna/Austria, 2. April 2009. A hotel in Rome, the best ice-cream in Naples or the hippest Club in Milan? That and more is now available on the new Italian version of the online Travel-Guide <http://tripwolf.com/it>. So far, tripwolf offers over 400.000 travel destinations worldwide and combines up-to-date infos with detailed descriptions for individual travelers- after versions in German, English and French the portal now offers it's content also in Italian.

Around 600.000 international travel enthusiasts have been using the only nine month old portal to gather information on destinations so far. The info available consists of a combination of professional Travel-Guide content by connaisseurs such as MairDumont (Dumont and Marco Polo-Guides) or the british Footprint publishing with user generated content by travelers and locals in the respective countries. Trip-Gurus, designated travel-specialists by the tripwolf team, are also part of the online-portal and share their know-how with the travel-crowd.

“Italy is a country that offers many amazing destinations and secret spots”, says Sebastian Heinzl, CEO of tripwolf. “We made an extra effort to launch tripwolf.com/it as fast as possible because we didn't want to keep all that info on one of Europe's most wanted travel-destinations from users and travelers.”

Tripwolf is an online travel guide of the next generation. It was first launched in June 2008 in English and German, in March 2009 the French version followed. The platform combines professionally edited content from traditional print travel guides with user-generated content, added by thousands of members from all over the world. Users can upload photos, write blogs and evaluate the info made available by the platform. At present, the tripwolf community holds around 15.000 members, of which 1000 are “Trip-Gurus”, designated to provide Users with in-depth info on certain cities, areas or countries.

Please find more info and photos on the tripwolf Social Media Release on <http://press.tripwolf.com>

About tripwolf

tripwolf (www.tripwolf.com) is a Social Travel Guide that combines editorial with user generated content by globetrotters from all over the world. So far, travelers can find about 400.000 destinations and points of interest, from which they can chose and build their personalized travel itinerary. The Online Community Tripwolf, whose headquarters are located in Vienna, Austria, was founded by travel-enthusiasts Sebastian Heinzl and Alexander Trieb. The portal launched in June 2008 in Englisch and German, the French Version in March 2009.

<http://www.tripwolf.com>

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