



WHAT IS TRIPWOLF?

Tripwolf (<http://www.tripwolf.com>) is a new social travel guide that covers the whole world and aims to be the leading Web 2.0 travel guide. It combines professional editorial content with user-generated content from globetrotters worldwide. tripwolf is backed by MairDumont, Europe's largest publisher of travel guides including Baedeker, Dumont and Marco Polo. Through collaboration with tripwolf, MairDumont has taken the unprecedented step of putting all of its high-quality content - covering more than 200,000 destinations and points of interest - online for free.

On tripwolf.com, travelers can generate and print their own customized 10-20 page travel guide based on their individual preferences and recommendations from friends and local travel experts called "trip gurus". The site is rich in content with travel information, photos and videos that give users first-hand glances at their chosen destinations. tripwolf also serves as a platform for exchanging and sharing experiences with other travel enthusiasts and friends from around the world. All of this makes tripwolf the perfect tool for independent travelers.

Key Features

- build your personal and printable travel guide for any destination by simple drag & drop
- wiki-approach - users can add/update information
- trip gurus offering knowledgeable local advice
- consistent geo-coding
- travel blogs: show your route in a map
- travel photo uploads
- ratings for sights and hotels
- site available in English and German

Upcoming features

- iPhone application
- flight and hotel bookings options.

COMPANY INFORMATION (info@tripwolf.com)

tripwolf GmbH is based in Vienna, Austria with offices in New York and Budapest, Hungary, set up in 2007 and led by co-founders Sebastian Heinzl (CEO) and Alexander Trieb (COO). MairDumont (<http://www.mairdumont.com>), Europe's leading travel publisher based in Germany and American/Austrian web 2.0 incubator i5invest (<http://www.i5invest.com>) have invested in tripwolf. tripwolf.com has been

launched in English-speaking and German-speaking markets, with more languages to follow. As of July 14, 2008 tripwolf has more than 7500 members and content on more than 200,000 destinations and points of interest, including and tens of thousands of travel photos and videos.

QUOTES FROM PRESS AND BLOGGERS ABOUT TRIPWOLF

- **cnet.com:** 'one of the only sites shooting to become a one-stop shop for travel planning and travel-related social networking'
- **blog.computerworld.com:** 'tripwolf's "secret sauce" is comprehensiveness that includes free content from published print travel guides.'
- **appscout.com:** 'A few critical features really make tripwolf stand out from the competition.'
- **killerstartups.com:** "tripwolf is a detailed and engaging site that provides loads of information to travelers across the globe."
- **readwriteweb.com** 'they've found some ways to differentiate themselves from the other sites out there. The end result is a good-looking, informative web site that's also a lot of fun to use and explore.'
- **techcrunch.com** ' The site offers advice and recommendations by locals and experienced travelers, and users get highly personalized travel recommendations from friends, peers and like-minded travelers'
- **venturebeat.com** 'tripwolf's biggest plus is the recommendations by locals who know the locations better than any temporary visitor.'

FAST FACTS ABOUT TRAVEL TRENDS

- In 2007 for the first time more trips were booked online than offline in the US.
- More than 70 % of people get their travel information and recommendations from family and friends
- 42% of online travelers using user-generated content consider the opinions of other travelers to be highly trustworthy and influential. (JupiterResearch)
- The travel industry is the largest e-commerce branch.
- A traveler with unclear travel plans tends to visit an average of 22 sites before booking a trip or hotel (comScore)
- A new generation of 'flashpackers' (older backpackers with bigger budgets) is emerging, extending the 'youth travel' market to 30+ years (travel industry wire).