

## **TRIPADVISOR LAUNCHES FULL FLIGHT SEARCH IN THE U.K. Award-Winning Flight Search Adds Transatlantic Fees Estimator and Fare Alerts**

**LONDON, U.K. – 2 March, 2010** – TripAdvisor®, the world's most popular and largest travel community, has officially launched its full flight search engine in the U.K, making it even easier for travellers to find transparent information and the best available deals.

Following a successful beta trial, TripAdvisor Flights now offers one of the widest selections of flight choices online. The full flight search includes every major airline, including the U.K.'s largest low cost carriers, which means British travellers can search a comprehensive selection of flight itineraries and the best available deals.

Bryan Saltzburg, general manager of new initiatives at TripAdvisor, comments, "Following a successful trial, we are very pleased to launch the full version of our flight search to the U.K market. Now, travellers can search an even larger selection of flights all in one place from the world's top airlines and travel companies."

Travellers can find flights from hundreds of carriers including BA, Virgin Atlantic, easyJet and bmi to name a few, in addition to flights listed by the U.K's largest travel companies including Expedia, Opodo and ebookers.com.

### **New Transatlantic Fees Estimator**

The popular Fees Estimator, which simplifies and clarifies airline fees to eliminate any nasty surprises at check-in, has also been expanded to include transatlantic flights. This is the only service in the UK which calculates and compares the *entire* cost of a flight, including ticket price, fees for checked luggage and even anticipated in-flight food service and entertainment, based on the traveller's needs.

"A British family of four taking a week-long holiday can pay as much as £1,060 on European flights and as much as £492 on trans-Atlantic flights on checked baggage fees, so it's important to evaluate more than just the base ticket price to determine which flight is the best overall value," continues Saltzburg. "Fees Estimator has proved extremely popular with U.K. travellers searching for domestic and European routes, so we're thrilled to now offer this money-saving function to those searching for transatlantic flights."

### **Fare Alert Emails Launch**

To add further value for travellers, the new TripAdvisor Flights offering also sees the launch of its fare tracking email service. This free alert service allows travellers to receive email updates as soon as their selected route falls below a designated price point or drops by a set amount.

Saltzburg continues, "This is another useful tool we've added to TripAdvisor Flights to help travellers plan the perfect trip. We know travellers don't always have the time to monitor flight prices – so our new fare alert email service is an easy to use feature making both the flight search experience, and saving money, that little bit easier."

### **Additional Flight Search Features that Go the Extra Mile**

- Comprehensive SeatGuru content is available through colour-coded maps with detailed information about each seat, from legroom to noise levels
- Built-in currency converter that allows users to display flight prices in many of the world's major currencies
- Airline information bubbles appear when traveller's mouse moves over the airline logos, describing special features of a particular airline, including seatback entertainment
- TripAdvisor's trusted hotel, attraction and restaurant information is always just a click away

**-Ends-**

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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