

## **TRIPADVISOR LAUNCHES AWARD-WINNING FLIGHT SEARCH IN IRELAND**

### **TripAdvisor Flights brings greater transparency and choice to online flight search**

10<sup>th</sup> May 2011: [TripAdvisor®](#), the world's largest travel website\*, today launches its award-winning flight search engine in Ireland providing Irish travellers with outstanding flight deals and invaluable airline intelligence.

The flight meta-search engine, now available on [tripadvisor.ie](#), offers several innovative features including a first-of-its-kind Fees Estimator, airline ratings from real fliers and Air Watch airfare alert e-mails.

“Over the past two years, TripAdvisor Flights has helped tens of millions of travellers in the U.S. and UK uncover the most flight choices and lowest fares,” said Bryan Saltzburg, general manager of TripAdvisor Flights. “We’re excited to bring our award-winning flight search to even more travellers with our launch in Ireland. Now Irish travellers will have a comprehensive set of tools as they research flight options, from our innovative Fees Estimator to airline ratings from their fellow fliers.”

Travellers can find flights from hundreds of carriers including Aer Lingus, British Airways, bmi, easyjet and Virgin Atlantic to name a few, in addition to flights listed by Ireland’s best travel companies including Expedia, lastminute, edreams, Bravofly and Wegolo.

Additionally, TripAdvisor Flights offers Irish travellers a number of helpful features to make flight search easy, including:

- The Fees Estimator, which helps travellers better understand the true cost of their flight with airline and credit card fees included, all in a single display
- Thousands of airline ratings from real fliers, so travellers can compare airlines across eight flight experience categories
- Air Watch fare alerts that allow travellers to track routes and receive e-mails when fares drop
- Availability of flight search through the TripAdvisor app and mobile website.
- Colour-coded seat maps from SeatGuru that allow travellers to distinguish the best seats from the worst

TripAdvisor Flights is available starting today on [tripadvisor.ie/flights](#) and through the TripAdvisor mobile apps for the iPhone, Android, Palm and Windows Phone 7 smartphones, and the iPad.

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