

TheTrainline.Com Becomes First Train Ticket Retailer To Feature TripAdvisor Content On Its iPhone App

LONDON, UK. – 11 June, 2012 – [TripAdvisor](#)[®], the world's largest travel site*, today announces its partnership with leading online train ticket retailer, thetrainline.com, adding value to train travellers across Britain.

In a first for a train ticket retailer in Europe, TripAdvisor content has been integrated into thetrainline.com's free iPhone app, which means its 2 million users will be able to search for restaurants and attractions close to the destination they are travelling to, with a wealth of user-generated reviews at their fingertips to help them make the best choices to suit them.

Omid Golshan, Partnerships Director at thetrainline.com, said: "We are always looking for ways to provide the best possible service for our customers. By introducing TripAdvisor content and reviews we have broadened the amount of useful information they have access to in the app to enhance their overall experience. This will help them to plan other aspects of their trip beyond travel, making our iPhone app a one-stop shop for anyone travelling by train."

The partnership means users of thetrainline.com app can tap into the abundance of local information available on TripAdvisor, providing those who want to find a good restaurant nearby, something fun to do for the day or perhaps only have a short time to spend in an area, with an easy and user-friendly experience on their mobile.

Pollyanna Vincent, Partnerships Manager, TripAdvisor, added: "We are delighted to partner with thetrainline.com to help its users make the most of their journeys by choosing places to eat and things to do, through insight and feedback from the experiences of TripAdvisor's millions of travellers."

TheTrainline.com iPhone app is available to download free from the iTunes App Store. Users can search for and purchase cheap tickets from their handsets and pick them up just ten minutes later from a station ticket machine. For more information, visit <http://www.thetrainline.com/train-tickets/mobile-app>

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<https://tripadvisor.mediaroom.com/2012-06-11-THETRAINLINE-COM-BECOMES-FIRST-TRAIN-TICKET-RETAILER-TO-FEATURE-TRIPADVISOR-CONTENT-ON-ITS-IPHONE-APP>