

A first for online travel

Tvtrip.com launches video-clip hotel search tool

London, 11th June 2007 – In response to an ever increasing demand from travellers, four former managers from Expedia Europe have founded the new Tvtrip.com website. By enabling internet users to find their hotel among 1500 hotels in 25 European destinations, via its own professionally filmed video clips, Tvtrip.com is rejuvenating the world of e-tourism linking video, travel and Web 2.0.

For the first time in online tourism history, you can now choose your hotel in Europe by watching video-clips:

Who has never been disappointed when booking a hotel on the Internet? Or arriving by taxi and seeing the area around the hotel isn't quite what you expected? The room seems smaller than in the photos and if only you had seen

the gym before! Tvtrip.com ensures you can avoid these kinds of unpleasant surprises. For the first time ever, travellers can visit their hotel online before booking. It's almost as if they were already there.



Exclusive information and professional films

Tvtrip recruited professional teams in each city to produce short and informative video clips. These films – that Tvtrip financed to guarantee their objectivity - show the various types of rooms, the facilities (meeting room, gym spa...) as well as the area surrounding the hotel. The website also saves travellers time by allowing them to book their hotel with partners such as Booking and Venere.



A unique on-line travel community

Tvtrip.com is developing an on-line community which will allow travellers to share their opinions and upload their own video clips. As a result, hotels will also gain a valuable insight on their clientele.

An ambitious project

TV trip will offer an impressive library of 1500 videos, including 25 European destinations and 75% of European travellers. The destinations included are London, Paris, Brussels, Berlin, Barcelona, Madrid, Rome Amsterdam and Prague. In



June, Tvtrip.com will launch local versions in the United Kingdom (tvtrip.co.uk), in France (tvtrip.fr), in Germany (tvtrip.de), in Spain (tvtrip.es) and in Italy (tvtrip.it). Each website will be available in the local language and the contents will be adapted in order to better serve the specific needs of travellers in each country.

A team of travel and internet experts

Tvtrip.com was founded by **4 former managers of Expedia Europe: Marc Ruff** (former Vice President Europe), **Fabien Bourdier** (former managing director France), **Marc Pfohl** (former marketing director France) and **Anja Keckeisen** (former managing director Germany).

Marc Ruff and Fabien Bourdier have been working together in the tourist industry for more than twelve years, most notably at Air France and Lufthansa in France, Spain and Germany. Marc Pfohl was online marketing manager at Lycos and then worked at Voyages-sncf.com, before joining Expedia France in 2004. Anja Keckeisen began her career in tourism, before joining Microsoft as a Key Account Manager. She then joined Expedia, where she was managing director Germany, for 6 years.

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**About Tvtrip.com**

Launched in May 2007 by four former senior managers from Expedia Europe, Tvtrip.com is the first website to enable hotel searches using online videos. By the end of 2007, the site will offer 1500 videos showing the rooms and services of hotels in the top 25 European destinations. Tvtrip.com is an impartial service which includes an area dedicated to the comments and evaluations of visitors to the site. It offers preferential rates through partnerships with Booking and Venere.

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