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TripShake Ltd. Announces Tool for Travel Agencies to Engage Customers Online

London, UK, 5 February 2009 - As businesses prepare to go through hard times, with customers likely to spend less money in 2009 and looking for better value-for-money deals, TripShake releases an online service promising to make travel agents' lives easier, and to meet the new requirements of demanding and tech-savvy travelers.

TripShake question&answer service - Antonio Bonanno, CEO of TripShake Ltd., explains - is designed to enable travel agencies to talk with their own customers online and to offer their premium services to new prospect customers, as they look for information through the internet.

A first version of TripShake.com has been released last week and it is open to anyone to sign up already. Users can make questions about their trips, or answer others', with free assistance of a number of travel agents that joined the community.

Travel agents have being rapidly pushed out of the market in recent years, as travelers increasingly began to buy tickets and book hotel rooms on web-based travel agencies such as Expedia or lastminutetour. However, TravelEdu researches showed earlier last year that customers enjoy the freedom of choice the internet offers them, but they still seek for personalized services and trustworthy assistance.

TripShake launched a web platform that allows users to search for information to plan their trips, and browse other users' Q&A together with experts' advice and travel offers. In the next release, expected to come out in March, travel agents will be able to offer new services to their customers, answering their open questions and suggesting ideas or deals for their next trips. TripShake aims to create an easy and effective way for travel agencies to gather their offers, their contributions and their customers around a specific page, a real point of reference for users who joined it or find it in their searches.

While it is free for both travelers and professionals who want to participate in the community through the question&answer engine, travel agencies and professionals wishing to establish their presence on TripShake through a mini-website will be asked to pay a monthly fee, with an expected launch price of 29 € / 39 \$. After an easy and quick online activation process, the agency will be immediately findable and will start receiving weekly updates about popular destinations, hot topics and statistical analysis of user experiences and wishes. Participation in the website is up to the travel agents: the more they help users, the more they will be visible and trusted by the community.

About TripShake Ltd.

TripShake Limited is the company behind TripShake.com and TripShake.it. TripShake Limited is based in London, UK, with offices in Milan and Lugano, founded in 2008 by co-founders Antonio Bonanno (CEO) and Giorgio Montersino (CMO). ImaginVenture SA, business incubator based in Switzerland, is an investor in TripShake Limited.

About ImaginVenture SA

Imaginventure is a Swiss business incubator focused in internet and mobile start-ups. The company has been founded by Rocco Pellegrinelli, a serial entrepreneur that successfully managed to grow his start-up Brainpower into a public Company finally sold to the Bloomberg group.

More information

<http://www.tripshake.com>

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