



TripHub Snapshot

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Company Overview

History. TripHub was founded in 2005 by former Expedia and Microsoft veterans. TripHub is funded by Madrona Venture Group and private investors and currently operates www.triphub.com and a co-branded site in partnership with Alaska Airlines at www.alaskaair.com/groups. TripHub is the best place to plan, coordinate and share any gathering that involves travel.

Making Coordination Easy and Fun. TripHub's free service makes it easy to:

- Create a single "hub" for all trip information and discussions
- Invite people to join your trip and keep track of who is coming
- Research and discuss travel plans and activities
- Collaborate on decisions and keep everyone informed
- View accommodations and scheduled events and activities on a shared map
- Get driving directions between any two locations
- Create a shared schedule of events
- Share travel itineraries purchased from any source or supplier

TripHub's Group Trip Advisor blog provides includes lively commentary on topics such as road-tripping, skiing, destination weddings, family reunions, spa travel, and volunteer vacations.

Re-defining Group Travel. Historically the travel industry has defined "groups" as 10 or more people traveling on the same itinerary. TripHub extended this definition to include any trip outside a nuclear family – if it involves more than one credit card, it's a group. This broader market encompasses both smaller groups of family and friends as well as larger groups traveling on disparate itineraries. The US Leisure groups market is forecast to grow to \$90BN by 2008 (Source: PhoCusWright, Groups & Meetings: Market Opportunity Redefined, January, 2007)

Leisure Focus. TripHub is focused on the leisure group travel market which can be categorized in three segments (listed below from largest to smallest):

- Friends & Family: Includes multi-generational family vacations, get-aways with friends, and events such as reunions, milestone birthdays, bachelor parties, and weddings.
- Membership Organizations: Includes teams, clubs, religious groups, alumni and schools.
- Shared Interest Groups: Includes groups where the common bond is an activity like adventure or cultural travel, or a shared demographic like singles, gay & lesbian, students, etc.

Feature Highlights

Trip Home Page. Instantly establish a central “hub” for discussions and to communicate details such as the trip description, dates and destination. Customize with any photo. Use advanced settings to control access to the trip including who can join and who can view trip details.

Trip Home Page

The screenshot shows a trip page on TripHub. At the top, there's a banner for 'Magellan's' and 'PERIODIC TABLE LONDON FROME PARIS'. The main heading is 'Sandra's Big Four Ooohh! - Getaway' in Las Vegas, Nevada, from Feb 8 to Feb 11, 2008. The organizer is Felicity Joy. A description mentions 'Remember Mary's 40th? (See photo). Well, it's Sandra's turn! I saw this great planning site in Family Fun Magazine and thought we could use it for the mother of all girlfriends getaways! Let's escape the stresses of kids (and husbands!) and re-live our college days in Vegas.' There's a photo of a group of people. A 'Who's Coming' section shows 6 people: Angelina Breaker, Felicity (trip organizer), Francis Petto, Julia Cooper, Oprah W. (+1 guest), and Hilary Herst. There are also sections for 'Trip Map and Directions', 'Upcoming Events' (like 'A night at Chippendalest'), and 'Recent Blog Discussions'.

Settings

Trip Organizer Details & Settings

Trip Details

Trip name: Sandra's Big Four Ooohh! - Getaway
 Type of trip: Friends
 Trip picture: [Image]
 Trip description: Remember Mary's 40th? (See photo). Well, it's Sandra's turn! I saw this great planning site in Family Fun Magazine and thought we could use it for the mother of all girlfriends getaways! Let's escape the stresses of kids (and husbands!) and re-live our college days in Vegas.
 Start Date: 2/8/2008
 End Date: 2/11/2008

Destination

Sharing & Membership

Who can view details of this trip? (what's this?)
 Only invited guests
 Anyone - share with the public

Who can join this trip? (what's this?)
 Anyone can join the trip. It is open to the public.
 Anyone can request an invitation but cannot join the trip until invited.
 I would like people who request invitations to answer the following question:
 Where did we go last year?
 (Show me a sample request invitation form)

Advanced Permissions & Settings

Can your guests bring other people?
 Yes No
 Limit per Guest: [no limit]
 Maximum group size: May not exceed 500.
 Guests must join by: [no limit]

Hide the guest list so only I can see it? Public comments made by trip members will still be visible and will include the member's name.
 Yes No

Allow guests to email everyone on the guest list?
 Yes No

Allow guests to create shared events?
 Yes No

Save Trip Details and Settings

Invitations and RSVP Tracking. Easily send invitations to the entire group and track who is coming. Use the optional guest settings to include a RSVP deadline or maximum group size, and to control whether group members can see the invitation list, invite others, or bring guests.

Email invitation:



You're invited to: [Sandra's Big Four Ooohh! - Getaway](#)

Sent by: **Felicity**

Destination: **Las Vegas**

Hi! I am using TripHub.com to organize an event and you're invited! TripHub is a great new service that makes it easy and fun to organize and plan trips. Click below to see all the details including who is coming.

To: Jennifer@johnson.com

[click to see details](#)

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Who's Coming

Yes (6)

Angelina Breaker [edit]: Great! I saw this site in Real Simple too!

Felicity (trip organizer) [edit]: No kids and no men!

Francis Petto [edit]: I wish my travel site had this. Wow!

Julia Cooper [edit]: Can you say Chippendales?!

Oprah W. (+1 guest) [edit]: I'll bring my roadtrip friend Gayle too!

Maybe (0)

No (0)

Not Yet Replied (7)

Hilary Herst [edit]

Jennifer Johnson [edit]

Martha Smith [edit]

Mary Springer [edit]

Renee Towey [edit]

Sally Hemmer [edit]

Sandra Pope [edit]

Trip Blog. Create a central place for discussions, announcements, lists, idea sharing, and decision making within the context of your trip. Any member of the group can start a discussion or add comments. E-mail notifications keep everyone informed of activity in the Trip Blog.

The screenshot shows a TripHub page for a group trip. At the top, there's a navigation bar with the TripHub logo and a red banner for 'ZAGAT SURVEY' with the text 'Get Over 25,000 ZAGAT Ratings & Reviews of Restaurants, Nightspots, Hotels and Attractions - all on one site!'. Below the banner, the page title is 'My Group Trips :: Sandra's Big Four Ooohh! - Getaway' and the user 'Hi Felicity' is logged in. The left sidebar contains various tools and links: Trip Tools (home page, invite people, trip blog, event schedule, trip map, send message, who's coming), Shop (hotels, flights, activities, car), Blog Tools (read all posts, create new post, RSS), Recent Comments, and Recent Posts. The main content area is titled 'Trip Blog' and contains a post by Felicity from March 22, 2007, about 'Night Clubs - Studio 54 or Tabu?'. The post includes two photos of club interiors and a poll asking for a vote. Below the post is another entry by Julia Cooper about 'What happens in Vegas stays there?' with one comment. At the bottom, there's a post by Oprah W. about a 'Useful Girls Getaway Checklist'.

Event Schedule. Create a shared schedule of events including dining plans, meeting times and locations, and other scheduled activities. Easily build a group itinerary with dates, times, locations and related maps. Print the event schedule for a pocket reference of what is happening, when and where. E-mail notifications alert your group of new additions to the Event Schedule.

The screenshot shows a TripHub page for an event schedule. At the top, there's a navigation bar with the TripHub logo and a banner for 'THE GLOBAL SPA RESOURCE' with the 'SPAFINDER' logo. Below the banner, the page title is 'My Group Trips :: Sandra's Big Four Ooohh! - Getaway' and the user 'Hi Felicity' is logged in. The left sidebar contains various tools and links: Trip Tools (home page, invite people, trip blog, event schedule, trip map, send message, who's coming), Shop (hotels, flights, activities, car), and Recently Added Events. The main content area is titled 'Event Schedule' and contains a list of events. The first event is 'Arrival dinner at Rosemary's' on Friday, Feb 8, 2008, from 12:00 PM to 12:30 PM. The second event is 'Spa Day!!' on Saturday, Feb 9, 2008, from 9:00 AM to 4:00 PM. The third event is 'Mellow night 2 dinner' on Saturday, Feb 9, 2008, from 7:30 PM to 10:00 PM.

NEW! Shared Trip Maps and Driving Directions. Trip Maps show your group where events, activities, and accommodations are relative to each other and relative to other local activities and landmarks. Local search aids in the discovery of nearby services and attractions like restaurants, museums, theme parks, night clubs, and other points of interest. Create step by step driving directions between any two locations.

Trip Map & Local search

Events
hide pins
A night with the boys!
Mellow night 2 dinner
Spa Day!!
Arrival dinner at Rosemary's
[View / add events](#)

Accommodations
hide pins
Bally's Las Vegas
Luxor
Paris Las Vegas
[Shop Share View all](#)

Local Search
coffee

hide pins
Coffee Bean & Tea Leaf
Spin City Coffee Co
Coffee Bean & Tea Leaf
The Coffee Bean and Tea Leaf
Coffee Bean & Tea Leaf
Spin City Coffee Company
Spring Mountain Coffee Shop
Whole Bean
Southwest Services
Seattle's Best Coffee [more](#)

Find a City, Address, or Landmark
 [Reset trip map default view](#)

Driving Directions
Drive from Drive to
 Shortest time Shortest distance Miles Kilometers

Driving Directions

Trip Map

Step 1
Turn RIGHT (south) onto SR-595 / S Rainbow Blvd South

Find a City, Address, or Landmark

Driving Directions
Drive from 8125 W. Sahara Las Vegas, NV 89117 Drive to 3900 S. Las Vegas Blvd., Las Vegas, NV, 89119
 Shortest time Shortest distance Miles Kilometers

Total distance: 9 mi Estimated time: 13 Minutes
Depart W Sahara Ave (east) (1.4 mi)
1 Turn RIGHT (south) onto SR-595 / S Rainbow Blvd South (1.3 mi)
2 Turn LEFT (east) onto Spring Mountain Rd (3.6 mi)
3 Merge onto I-15 South (south) (1.2 mi)

Collaborative Shopping and Itinerary Sharing. Use the hotel shopping (powered by hotels.com) to discuss and choose the right accommodations. Assisted shopping for flights, car rentals, and activities enables easy comparison across multiple suppliers. Group members can easily share any lodging or travel plans regardless of where they were purchased.

Discuss options

Hotels and Accommodations

[Shop for hotels](#), or [share your plans](#) if you already know where you are staying.
Comments added to the hotel search results will show here. Start your discussion now!

Bally's Las Vegas - Las Vegas, NV

Felicity said: Angie - Do you think you can get a deal for everyone. Maybe if we... [more](#)
Angelina Breaker said: I suggest Bally's. They know me there.

Luxor - Las Vegas, NV
Staying here: Julia Cooper

Paris Las Vegas - Las Vegas, NV

Felicity said: This one isn't too bad at \$200/night.

[Shop](#) [Share your plans](#) [View group's plans](#)

Assisted shopping

Flight Search

Step 1. Enter your search criteria

Departure City: Depart:

Arrival City: Return:

Travelers: (maximum of 6 total passengers per search)
Adults (12 - 61) Seniors (62+) Children (2-11)
1 0 0

If 10 or more members of your group are traveling on the same itinerary try a [group flight reservation](#)

Step 2. Click below to shop for flights (this will open in a new window)

Step 3. Share with your group
Once you have finalized your airline bookings, share your flight plans with the rest of your group by entering them [here](#).