

COLOUR YOUR CITY

www.momondo.com <<http://www.momondo.com/>> is re-launched Friday the 18th September as a unique and radically new user defined universe.

When Momondo was launched in 2006, the portal solely offered searches for and price comparisons between plane tickets. Since then package tours, car rental, hotels, inspirational pieces, and the off-line guide books MY CITY have been added. Now Momondo expands again by letting the users of the site interact with each other through reviewing and recommending interesting places in cities all over the world.



THE USERS RULE

Momondo wants to be different from other sites working with user recommendations by letting the users determine which tips they think are greatest. The users assess each other's tips and turn their virtual thumbs up or down at the site. Before adding their tips at Momondo, the users supply their tips with a colour. You may choose to colour your tip pink in order to tell other 'first movers' that this is a place bound for hipness. If other users like the tip, the colour will become more intense. The funnier side of tipping others at Momondo is that you earn points according to other users' ratings of your tip. The more points you have, the greater chance you have of winning one of the many superb prizes given out, such as an iPod Touch, a MacBook Air, Marianne Tromborg skin care series, dinner for two at Restaurant Nimb, among other exquisite prizes.

INSPIRATION THROUGH AMBIENCE

You are able to search for particular places by identifying yourself with a colour. Each colour on the scale represents a certain atmosphere – pink is

for first movers, yellow signifies mainstream, orange denotes places of interest to students, green means family oriented, and blue is for business travellers. If you're going on a family vacation with three children, you have the opportunity of checking all the green places and perhaps gain insight and get inspired to visit places you never would have thought of visiting otherwise.

It is still perfectly possible to search for specific locations, like Madrid or Stockholm, but now recommended places are not presented only as categories and sub-categories like 'Restaurant/Sushi'.



FEEL PART OF THE CITY

Our vision is that Momondo users worldwide will no longer be mere spectators or tourists in the cities they visit, but rather feel part of the cities themselves – a traveller in Copenhagen should feel like one of the locals – while giving tips in his or her own language.

