

Press release
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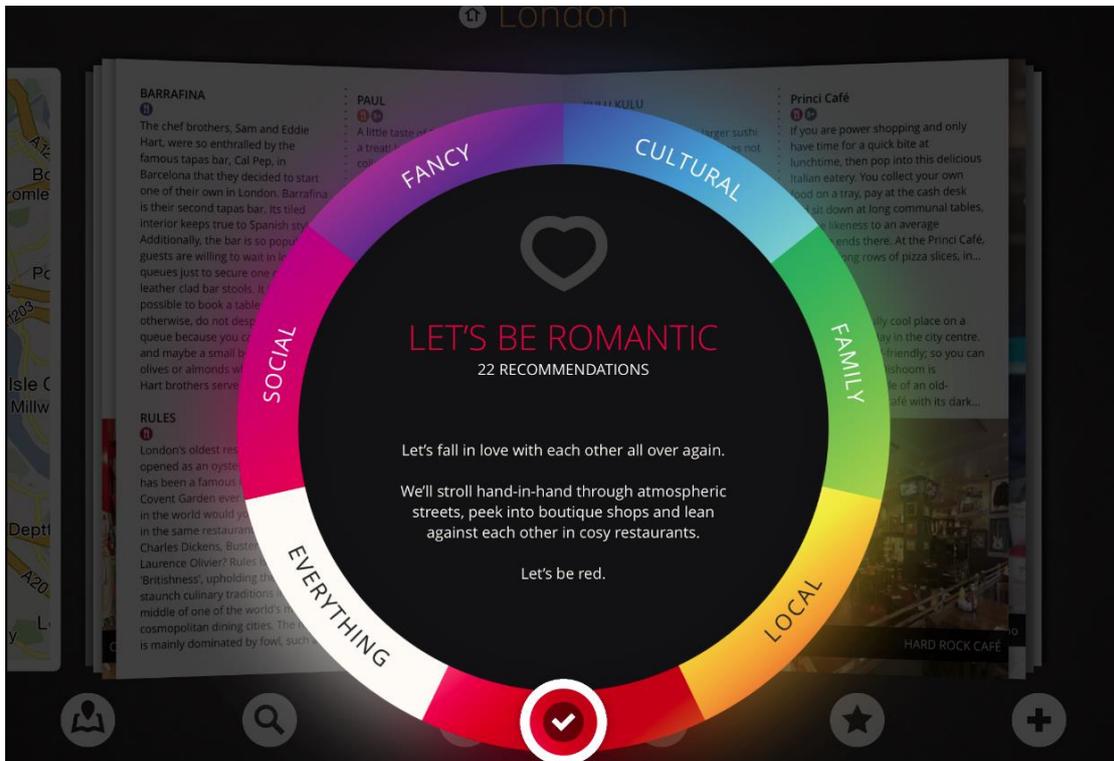
LAUNCH: NEW IPAD APP MOMONDO PLACES – MATCHES MOOD TO DESTINATION

Travel site momondo.co.uk now launches a new iPad app – [momondo places](#), a free city guide with offline working maps. **momondo places** currently includes seven of the world's top city break destinations, with more to follow in the future.

momondo places provides inspiring insight into the best sights, hidden gems, markets, boutiques, restaurants, cafés, bars and hotels in seven of the world's greatest cities – Barcelona, Berlin, Copenhagen, London, New York, Paris and Rome.

Each city guide features more than 200 unique tips, all matched to the app's six distinct moods – Romantic, Social, Family, Local, Cultural and Fancy.

Travellers can select a category on the colour wheel and instantly tailor the guide according to the way they feel or their chosen style of travel.



In addition to moods, the guides can also be sorted by neighbourhoods and categories.

The city guide app has the look and feel of a book, allowing travellers to flip through its pages in search of inspiration. Using the Favourites function users can also hand-pick their preferred listings, making a highly personalised guidebook in the process.

"**momondo places** is designed to be a fun, inspirational tool. It adds an element of adventure to both planning a city break, and the trip itself. Flipping through the virtual

book and sorting the content by colours is a new and fun way of discovering your favourite places," says Julie Pedersen, spokeswoman at momondo. She adds:

"The places app is free as part of our ongoing efforts to offer inspiring insights that guide users in their travel choices. And it isn't just inspirational, it's also a very helpful travel tool. In a few, quick steps you can tailor a personal guide, bring it along for your journey and use the offline map for easy navigation – without ever having to worry about roaming charges."

Once the guide has been downloaded, all content is available offline, making it possible to use both maps and GPS whilst travelling - even without 3G or Wi-Fi. Each tip is pinned to the map, which provides users with an instant overview of nearby places.

momondo places is available for iPad. momondo continues to develop the app; new cities including Lisbon, Amsterdam and Moscow will be added, and eventually a mobile edition will be designed.

Key facts about momondo places:

- **Sort by mood:** Set the colour wheel to either Romantic, Social, Family, Local, Cultural or Fancy and let the app inspire your journey according to your mood
- **Collect your favourites:** Save places that you love to your favourites list and create your own personal travel collection
- **Works offline:** All the content is free, guides are available offline and the maps work with the built-in GPS
- **Uncover hidden gems** selected by the momondo team of travel experts

About momondo:

Travel search engine www.momondo.co.uk finds and compares billions of prices on flights, hotels and travel deals. momondo was launched in 2006 and has been recommended by international media, such as the New York Times, CNN, NBC, CBS, The Daily Telegraph, and The London Sunday Times, as well as the legendary travel guru Arthur Frommer. momondo has won many awards, including a flight comparison test in 2012 by Stiftung Warentest, Germany's independent product and services review. momondo's mobile applications are available for free for [iPhone](#), [Android](#) and [Blackberry](#).