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App

Minube aims to be the Spotify of travel with personalized travel recommendations

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> *The minube app makes personalized travel recommendations based on travelers' previous trips and navigation. This allows minube to present tailored travel content that adapts to the needs and tastes of each user.*

The travel platform minube is launching a new homepage designed to help users discover their ideal travel destination. The new home features personalized destination recommendations based on the users' past trips so that they can easily find the content which adapts best to their tastes and preferences.

Eight years ago, **minube** was founded with the idea of answering a simple question: *"where should I go on my next vacation?"* Since then, the company has worked to create a platform with a special focus on travel inspiration and the discovery of new destinations both locally and abroad. Minube now wants that travel inspiration to be based not only the recommendations shared by its community of travelers, but also on the past activity of each user and the reviews that they themselves have shared.

This new feature is based on the app's "My Trips" tool which automatically organizes users' travel photos into albums divided by destination and point of interest while also providing free cloud storage for those travel albums. Once the albums have been created, the app can then make personalized recommendations of destinations, activities, hotels, and points of interest for each traveler based on his/her previous trips, suggesting the trips which best adapt to that user's travel profile.

The app's new design aims to address the individual needs of each traveler and offer a complete platform that helps during every phase of the travel process. To offer the most helpful and relevant content, the app also makes personalized recommendations based on users' navigation both in the app and on the company's website. By detecting when users are
interested in a specific destinations, minube can then suggest user-generated content related to that destination during the user's next session.

There are two ways to plan a trip: either you when and where you're going, or you know when you're going but still aren't sure about where. That's where minube wants to help you.