



Need Some Vacation Inspiration? Minube Brings Its Social Travel Wares To The UK, U.S.

Posted Nov 20, 2012 by [Steve O'Hear \(@sohear\)](#)

946
SHARES



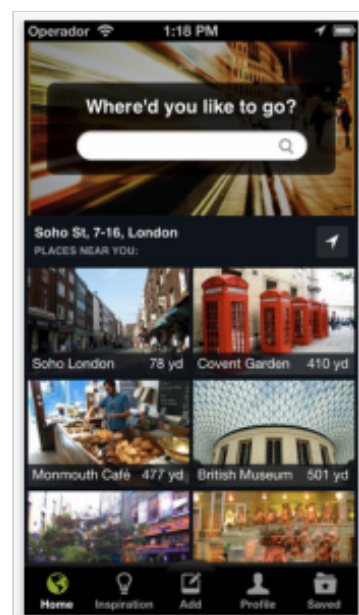
Social travel startup, [Minube](#), has expanded to the UK and U.S. via newly launched English-language versions of its site and iOS app. The company wants to be the jumping off point for would-be travellers, with its social travel platform and downloadable User-Generated travel guides, providing inspiration for where to go and what to see. It already targets much of Europe and Latin America, with versions available in Spanish, Italian, French, German, and Portuguese.

The travel space is incredibly crowded, with numerous startups and large players targeting different parts of the travel experience and customer journey — from inspiration, planning, comparison, booking, travelling and sharing travel experiences upon return. And while Minube's social travel platform covers all of these stages (the comparison/booking stage is an obvious money-maker), its main focus and potential trump card is inspiration.

The very visual app enables users to explore new destinations and discover new sights, restaurants, shops, and hotels, based on various criteria like mood, distance from home, type of trip, and length of trip (or even favorite color). The source of this content is recommendations from Minube's community of "over 500,000 real-life travellers and locals" who have shared their personal experiences, including uploading videos, and over 800,000 photos, from their travels or local area.

This User-Generated Content is also serving as another string to the startup's monetization bow. The startup sells social travel guides for various cities, while sharing revenue with its authors. In this sense, it's trying to turn 'the rest of us' into travel writers — potentially disrupting the traditional travel guide industry.

The app also provides a neat trip planning feature that ties into a user's social graph, making it easy to plan group vacations or to 'save' destinations and things to do on a future trip.



These travel plans can then be accessed 'off-line', which makes a lot of sense when data roaming costs can be extremely expensive abroad.

Minube was founded in 2007 by Raúl Jiménez. It's based in Madrid, Spain, and currently has a team of 30.

946
SHARES

315	529	58	44	0	0	0
f Share	Tweet	in Share	g+			

Recommended For You



- 1. [Microsoft Has A Brand New Middle Finger With Your Name On It](#) 4 days ago [techcrunch.com](#) [Vibrant Media \(SSP\)](#) [Drew Olanoff and Alex Wilhelm](#) [Drew Olanoff and Alex Wilhelm](#) TC



- 2. [Drawing Lessons From July's Jeep Hack](#) 10 hours ago [techcrunch.com](#) [Gravity.com](#) [Jessy Irwin](#) [Jessy Irwin](#) Column



- 3. [Which Programming Languages Get Used Most At Hackathons?](#) 6 days ago [techcrunch.com](#) [Vibrant Media \(SSP\)](#) [Greg Kummerow](#) [Greg Kummerow](#)

CrunchBase +

Newsletters +

Latest Crunch Report +

13 Comments

Sort by **Top**

Add a comment...

**Muhammad Zaib Shafiq** · Work at web designing at Web designing

Thanks for sharing this nice info expect some more in near future.

<http://infofaisalabad.blogspot.com/>

Like · Reply · Dec 18, 2013 10:44am


**David Carrero Fernández-Baillo** · Director General España at StackScale

Felicidades! :))


Like · Reply · Nov 30, 2012 9:13am

**Eneko Knörr** · Angel Investor at Angel Investor


Congrats, Raúl and the Minube team!

Like · Reply ·  7 · Nov 20, 2012 8:50pm**Jaime Estévez** · Professor at Postgrado en Community Manager & Social Media

Simply, the best.

Like · Reply ·  2 · Nov 20, 2012 8:16pm**Jose L. Martín De Bustamante** · Madrid, Spain


Congratulations to Minube! You guys rock the travel industry!

Like · Reply ·  1 · Nov 20, 2012 6:38pm**Steven Sikes** · San Francisco, California

Minube's social travel apps are stellar. Great UI/UX. Creative. Outstanding visuals. They really get "mobile".

Like · Reply ·  15 · Nov 20, 2012 5:21pm**Lara Fantoni** · University of Florence

Well done, Ciro and colleagues!

Like · Reply ·  1 · Nov 20, 2012 1:44pm



Ciro Gechelin · Works at Minube

Grazie Lara!!

Like · Reply · Nov 20, 2012 1:48pm



Jose Manuel Rodriguez · Works at Guestperience

nice to hear those magnific news! more, more and more like this.

Like · Reply · 1 · Nov 20, 2012 12:51pm



Remko Dirkmaat · Creative Director at Codeless Technology B.V.

Spain is definitely converting into an interesting startup country, producing awesome startups as Redkaraoke, Minube, Eyeos, Bizzonia.

As Creativity often comes from Suffering (Spain is without doubt suffering from the so called crisis), a lot of great ideas are generated! Something to keep an eye on!

Like · Reply · 12 · Nov 20, 2012 12:35pm



Miguel Ángel Díez Ferreira · Madrid, Spain

So great!

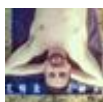
Like · Reply · 3 · Nov 20, 2012 12:14pm



Javier Guembe · Propietario at UniversoSM

Congrats! just to remember that minube was chosen best app of the year in iTunes Rewind 2011 <http://www.siliconweek.es/.../minube-doble-premio-como...>

Like · Reply · 3 · Nov 20, 2012 12:04pm



Ciro Gechelin · Works at Minube

Great news!

Like · Reply · Nov 20, 2012 11:35am



Gabriel Herrero-Beaumont · CUNEF

Spain is the new StartUP NAtion!

Like · Reply · 6 · Nov 20, 2012 11:34am



Gonzalo Moreno · Works at Minube

Thanks Gabo!

Like · Reply · Nov 20, 2012 6:43pm

Facebook Comments Plugin

UP NEXT

Startup Genome Ranks The World's Top Startup Ecosystems: Silicon Valley, Tel Aviv & L.A. Lead The Way

Posted Nov 20, 2012

CrunchBoard





[News](#)

[TCTV](#)

[Events](#)

[CrunchBase](#)

About

[Staff](#)

[Contact Us](#)

[Advertise With Us](#)

[Send Us A Tip](#)

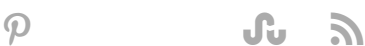
International

[China](#)

[Europe](#)

[Japan](#)

Follow TechCrunch



TechCrunch Apps

TechCrunch Daily

Latest headlines delivered to you daily

SUBSCRIBE

© 2013-2015 AOL Inc. All rights reserved.

[Aol Tech](#) [Privacy Policy](#) [About Our Ads](#) [Anti Harassment Policy](#) [Terms of Service](#)

Powered by [WordPress.com](#) VIP

Fonts by