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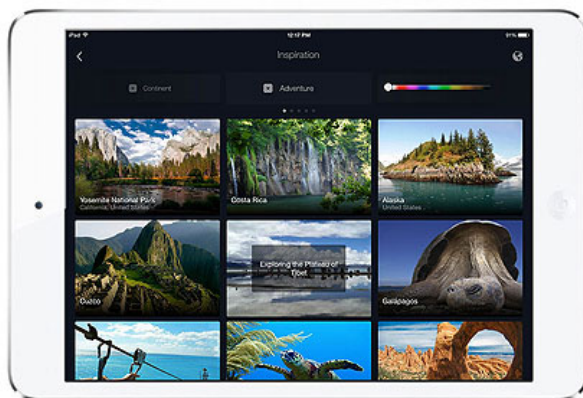


Technology

Minube launches tablet app for iOS and Android, integrates trip planning and hotel booking features

Vicky Karantzavelou - 27 June 2014, 08:49

Founded six years ago by a group of young entrepreneurs, minube aims to transform the travel industry by providing a single, complete tool to help users throughout the entire travel process.



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Summer is around the corner and travelers the world over are thinking of their long-awaited summer vacations. Some already have destinations in mind and just need to make the necessary arrangements, while many others are still searching for the perfect place. It's with this in mind that minube, a Madrid-based travel-planning platform, is launching its first tablet app for iOS and Android. The app is a complete travel-planning tool which covers the entire travel process from inspiration to planning and hotel bookings, including last-minute reservations.

Launching tablet apps is a decisive step for minube which, while already present in web and smartphones, recognizes the increasing popularity and importance of tablets among connected travelers. Previously, only minube's city and country guides were available for tablets, and this marks the first time that the full wealth of the minube platform is available for those devices. So far, minube's apps have been downloaded over 2 million times around the world.

The concept behind minube is simple: provide a single, unified platform to help users throughout the entire travel cycle. With over 1 million registered travelers providing tips and photos on over 600,000 points of interest around the world, minube lets users discover new destinations and find hotels, restaurants, activities, and the most interesting things to see and do (including those not found in conventional guidebooks). These functions have long been available on web and smartphone and this is

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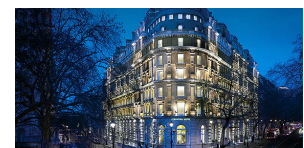
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the first time that they are available for tablets.

Minube's wealth of content, of course, has a unique source: a community of over 1 million travelers and locals from around the globe. Each traveler has a unique profile where they can see the places they've shared, the latest content from the users they follow and the minube community at large, and the "Likes" that their uploaded places have received.

The best isn't always the most well-known

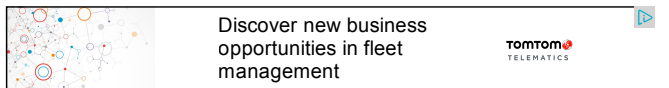
The minube tablet app divides user-generated recommendations into the following categories: "The Best", "Things to See & Do", "Hotels," "Restaurants," and "Lists" (detailed travel plans suggested by other users). For example, you can find lists about charming small towns in the Greek Islands, roadside attractions in the American southwest, day trips in Northern California, or the best things to do during a layover in Singapore. These lists give users a large content base to enrich their trips and help get them thinking off the beaten path.

The app lets users see places on an interactive map and save their favorites into lists which can be shared via email or over social networks. This lets users begin planning their trips from the moment of inspiration as well as easily plan group trips in a collaborative way.

Users can also book hotel rooms without leaving the app. Not only can users find real-time pricing, availability and information on contacts and hotel facilities, but they can also access recommendations from real travelers who've stayed there before.

In short, this is an app that aims to be useful throughout the entire trip. Other features like the ability to upload photos and recommendations will be added shortly, and are currently only available on the minube smartphone app and website.

According to **Raul Jimenez**, CEO and co-founder of minube, "we're in a tremendously challenging environment where the behavior of travelers and the services they demand are constantly evolving. We know that a trip begins long before you buy a plane ticket, and that's where minube wants to be: facing those challenges by providing a simple and useful travel planning tool from the start, whether via web, mobile, or now tablets. We had 45 million visits last year and our content is getting better by the day. Now, our obsession (and something that I think is built into minube's DNA) is to keep offering travelers better products which reflect their evolving needs."




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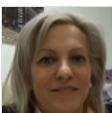
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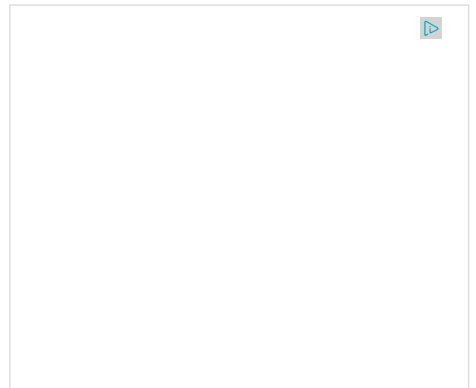
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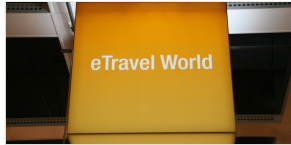
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