

TripMama Raises the Bar in Travel Comparison: Expands Its Technology and Ad Partners

NEW YORK, N.Y. – Oct. 22 (SEND2PRESS NEWSWIRE) – TripMama, a leading travel comparison website, has announced several new upgrades to further improve the extremely popular web site, including new advertiser, Expedia.com. The New York based travel company works with the largest travel websites online to provide bargain hunters with the widest selection of discounted airfares.



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TripMama.com quickly provides search results and price comparisons from today's top travel sites.

"We're excited to have Expedia.com on our roster because it provides our customers with even more travel options," said David Wexler, Director of Business Development for TripMama.com.

Such a drastic increase in popularity has prompted TripMama.com to launch hotel and car rental search engines, as well. For its comprehensive hotel search, the company enlisted the top five conglomerates on the web. In addition to working with the larger sites, TripMama.com has developed partnerships with niche sites such as Grooble, Hotel Planner and Farecast.

The smaller partnership companies typically cater to niche audiences. This helps us to provide specific services to a much wider audience base than previously possible.

TripMama.com has also launched a user created content initiative to create a community atmosphere for visitors. This includes the ability to post stories or ask travel related questions. In addition, guests can create photo essays to describe their trips for other guests. To encourage user participation, the site is launching special travel photo and essay contests in the "Travel Talk" forums.

TripMama's objective is simple. We want to be the "go-to" place for travel. Whether someone is looking for travel deals, interactive forums, or to buy a flight, rent a hotel room or car, we want TripMama.com to be the first name that comes to customers' minds.

TripMama knows best... now you know, too! To find out more about TripMama.com, log onto, www.tripmama.com.

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