



Tripology.com Results Show Growing Consumer Demand for Specialized Travel Agents

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New York, NY, March 21, 2008 --(PR.com)-- Tripology.com results show growing consumer demand for specialized travel agents. Since Tripology.com opened its virtual doors to consumers in June 2007 the site has received over 20,000 requests from travelers seeking the help of travel specialists. This milestone confirms the increasing demand for expert agents who can provide travelers with value for money and the insider knowledge of destinations.

There was a 19% decline in households who researched and bought travel online from 2006 to 2007 according to Forrester Research. This drop-off is a clear sign that consumers are not receiving adequate insight and value from travel sites on the Internet. Forrester also notes that use of offline travel agencies grew two percent between 2005 and 2007 largely due to “a higher perceived level of service and attention, a hallmark of an offline agency.”

Chinedu Echeruo, CEO and Cofounder of Tripology explained: “The online travel world is very fragmented and it's becoming increasingly difficult for travel specialists to gain online exposure amongst a sea of social networking sites and booking engines. We've re-energized the travel professional community to harness the internet and grow their business. Tripology provides these experts a time-saving, cost-effective medium to stand out from this crowd and find exactly the types of clients they seek.”

How it works:

Visitors to Tripology.com fill out a detailed trip request which is then matched to a selection of 6,500 specialized agents who best meet the traveler's requirements. Each matching specialist then receives an email with the trip request, and the first 3 agents to purchase the lead are then emailed the travelers contact information. Tripology specialists may also opt to receive “exclusive leads” by uploading detailed itineraries which are found through Tripology's search engine and often featured on the site's home page. After viewing the trip, interested travelers can be put in touch directly with the specialist.

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