

NEWS

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UPTAKE COLLECTS AND ORGANIZES ONLINE WORD-OF-MOUTH FROM THOUSANDS OF TRAVEL WEBSITES

*- Search and Discovery Site Launches Public Beta for U.S. Hotels,
Offers Web's Most Comprehensive Search for Travel Attractions -*

May 14, 2008

Travelers now have a vital resource for making better travel decisions with today's public beta launch of UpTake, a new [vacation search](#) site that has amassed the travel industry's largest database of [hotels](#) and [attractions](#) and analyzed more than 20 million online opinions from other travelers.

NEWS FACTS

- UpTake - formerly known as Kango - brings together content from thousands of web sites like Expedia, Fodors, goCityKids, Travelocity, Virtual Tourist and [Yahoo! Travel](#) and offers more than 400,000 U.S. hotels and attractions.
- Studies show travelers are looking for more relevant travel information and consumer advice - 66% of American leisure travelers turn exclusively to the Web to research hotels when vacation planning*, but only 14% of users start their planning with online travel agencies like Expedia or Travelocity.
- UpTake is focused on comprehensive word of mouth coverage to provide tailored recommendations that are based on the analysis of more than 20 million opinions from over a thousand web sites.
- The site also added today "girls' getaway" and "[pet friendly](#)" themes to its current "[family-friendly](#)" and "[romantic](#)" travel search themes, providing more ways to personalize the search and discovery process.
- For example, for a user seeking a family hotel in San Diego, UpTake analyzes its San Diego hotel catalog for attributes like "pool", "babysitting", "oversized rooms", "3 and 6 year olds" and for sentiments such as "like", "love", "strongly recommend" - delivering different results for users looking for [San Diego family hotels](#) than those looking for [San Diego romantic hotels](#).
- UpTake tries to understand travelers intentions - if a traveler is looking for a hotel that is "good for kids", UpTake interprets it to have the same intent as phrases such as "child friendly" or "family vacation."
- By aggregating reviews and the most comprehensive selection of products on UpTake, the site will save travelers the time of going from site to site to find the right review for the right product.
- In addition to [lodging](#), UpTake also includes attractions like [beaches](#), restaurants and parks.

[RSS feed to UpTake Travel & Search Blog](#) - updated with on-going coverage, industry news and reaction.

MULTIMEDIA ELEMENTS



[Download UpTake Logo and Screenshots](#)

QUOTES - ATTRIBUTABLE TO YEN LEE, PRESIDENT OF UPTAKE

(Click [here](#) to read more on Yen Lee's profile and management team)

- "Unlike other travel sites, we are focused on delivering the most comprehensive coverage. We offer the broadest and deepest information about U.S. hotels and we'll be developing similar levels coverage for other lodging, activities and destinations later this year."
- "When you know where and when you want to travel, existing travel booking sites excel. But today's booking sites don't help you shop based on why you are traveling or who you are traveling with. UpTake is designed to give you better recommendations based on these fundamental questions of "who" and "why."
- "UpTake matches a traveler with the most useful reviews, photos, etc. for the most relevant hotels and activities through attribute and sentiment analysis of reviews and other text, the analysis is guided by our travel ontology to extract weighted meta-tags. More simply, we break apart and analyze reviews and articles so we can recommend the best products for you."

QUOTE - ATTRIBUTABLE TO ANDY THOMAS, GM OF CATAMARAN RESORTS

- "UpTake helps people make more informed decisions about where to stay. For independent hotels like ours, UpTake provides another way to convert our good word-of-mouth online into more hotel stays."

Please contact [Veronica Skelton](#) to arrange an interview and/or for additional quotes.

About UpTake

Founded in 2006, [UpTake](#) has collected and organized more than 20 million traveler reviews, ratings, blogs and articles from across the web to help travelers to make better decisions about destinations, [lodging](#) and [attractions](#). UpTake uses a travel ontology and natural language analysis to extract meta-tags from the collective intelligence it has collected and returns unbiased, personalized recommendations based on travelers' facts and feelings. The company is headquartered in Palo Alto, California with global engineering teams in Beijing and Moscow. More information can be found at www.uptake.com.

**Source: YPB&R/Y 2007 National Leisure Travel Monitor™*

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