



## Make Every Weekend A Vacation

*Web Start-up LocalTripper.com plays into the newly revived trend of local travel*

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Irvine, CA – New web start-up *LocalTripper.com* aims to conquer the burgeoning trend of local travel by shaking up the industry with a sleek user-generated platform. *LocalTripper* is a local's guide to original getaways, activities, and events. The ultimate goal is simple: to convince you to "make every weekend a vacation."

*LocalTripper* conveniently organizes content into trip themes to help users find the right getaway for any occasion. "What makes us unique is the authenticity of our trip ideas," explains co-founder Oliver Muyshondt. "All the content is submitted and reviewed by local users who experienced the trips and engaged in the activities. Everyone has a favorite local getaway, hotel, festival, or day trip. Our website is an exhaustive collection of these."

The Company was founded by former UC Irvine classmates, colleagues, and Southern California natives, Oliver Muyshondt and Michael Adams. The beta website launched in May 2009 with a focus on Southern California. The Company has plans to expand nationally in the near future.

*LocalTripper* also wants to save its users from tourist traps and help them "trip" like a local. All local trip ideas come with an interactive "*Local Do's and Don'ts*" section. This section shares important information about trips including where to eat, what to avoid, and what not to miss.

"I just wanted to get away for my anniversary but searching online gave me nothing but an overwhelming mess of choices. I didn't know where to start," new *LocalTripper* user, Yuna Chun commented. "Within minutes on *LocalTripper*, I planned my romantic getaway based on genuine local reviews and booked a great hotel at a low price guarantee."

"You can spend thousands of dollars and days planning a once-a-year vacation, or you can live life to the fullest affordably and stress free every weekend," explains co-founder Adams. "All it takes is one night away to replenish from a hard week and to get a genuine feeling of escape."

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## The LocalTripper Story



Oliver Muyshondt came up with *LocalTripper* while in business school at Yale, where he discovered that the majority of travel is regional and short in duration. Despite the volume of local travel, he realized there are few good resources for people to explore original getaways that don't cater to tourists. Utilizing his experience in the travel industry, Oliver decided to launch a local travel website that focuses exclusively on the regional getaway traveler.

Oliver reached out to former college classmate and fellow California native Michael Adams to develop a model for a website that captures local, word-of-mouth knowledge in a way that no other site does. After several months of market planning and product development, they launched LocalTripper.com in beta form in May of 2009. The site currently focuses on Southern California with plans to expand nationally.

Today, Oliver and Michael split their days between building partnerships with other websites, managing a team of interns, and pitching to investors. As you read this, their team is hard at work trying to convince you to “make every weekend a vacation.”

## Advantages of Regional Travel

- Affordability: discover regional getaways that save time and money.
- Authenticity: avoid generic tourist traps and uncover original trip ideas.
- Variety: take many mini escapes instead of one big annual vacation.
- Hassle free: avoid extensive planning, airports and jetlag. Just hop in your car and go.

## Interesting Facts & Figures

- Two-thirds of domestic leisure travel is regional and over 40% is within state. - TIA, 2008
- Californians comprise 82 percent of all California travel. – CTTC, 2008
- Day trips and short trips (1 to 2 nights) account for 80% of all leisure travel. - TIA, 2008
- Approximately 75% of leisure trips happen by car. - Forrester, 2008