

Comunidad **INTRAS**

LAS NOTICIAS DE NUESTRO ENTORNO

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Traveling is not just a Fun

Communications Director
trivago.es claims that “social networks play a vital role in making decisions of where to go”



Rocio Nieto

Ensures that the key to success is that trivago.es was the first hotel price comparison online here in Spain, making a big difference from the online travel agencies. Alberto Calcerrada (Alcazar de San Juan, 1981), Director of Communications Portal notes that “for the first time, users had access to the prices offered

by different websites for the hotel reservation best suited to your search, with a one click and in real time. In addition, the birth of Trivago revealed the existence of the price disparity, which allows the user to save up to 29% depending on the site where you make your reservation. “Today will be on the Fourth Day ‘Murcia Travelthink 2012 held at the

Centre for Tourism Qualification Murcia, where it will display the keys to success to hoteliers.

Is there time for tourism in tough economic times?

‘Of course, habits may change but the need to travel and see new sites remains. We see that

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the Spanish national tourism do more and take more advantage of weekend getaways instead of doing a ten-day trip abroad. Although it sounds too poetic, travel is not just a diversion, a way to learn and, sometimes, a dream fulfilled. People are not so easily resign as complete an experience.

