


A cylindrical mechanical device with a yellow and black checkered pattern on the left side. The word "Luckie" is printed in a green, sans-serif font on the side of the cylinder. The device is mounted on a metal plate with rivets.

Luckie

THE LUCKIE FIFTY TRAVELER2.0 WEB SITES TO KNOW

A spiral-bound notebook with a grey cover. The cover features a green circular logo with a suitcase icon and the text "LUCKIE FIFTY" in a green, sans-serif font. The notebook is mounted on a metal plate with rivets.

Welcome to the Luckie 50. A list of [Traveler2.0](#) Web sites that we have found to be both interesting and essential to know if you want to stay connected with how leisure travelers are approaching travel planning in 2008. Traveler2.0 is a new breed of leisure travel planner who is Web-savvy, broadband connected (at home, work and on-the-go) and very capable of navigating and contributing to the rapidly growing social media user-generated content (UGC) phenomenon. When travel planning online, they want more than just the standard booking aggregators like Priceline, Orbitz and Travelocity. They still want good deals, but they also want to know and see it all before they go through the experiences of fellow travelers, not marketers.

The following 50 Traveler2.0 sites are a mix of UGC, travel aggregators, local insight and meta search. Some are already well-established, while others are just starting up. They range in focus from economical to luxury, youthful to Baby Boomer, adventure to relaxation, regional to international, and some even focus on ecological travel. They are in no particular order, but all seem to be growing and gaining more attention from an information-hungry and control-centric traveling public. And yes, we know there are slightly more than 50 here; we just couldn't narrow the list down any further!

[lloho.com](#)

- Flight reviews, travel news, networking and more. Content is 100% user-generated. Users can blog and post pictures
- Partners with Flytalk.com for extended content

[MyTripBook.com](#)

- A place for people who love to travel to share diaries/blogs and reviews, photos and videos about the places they have been, to find travel mates and trips or simply to browse to find inspiration and information about different places around the world

[Tripadvisor.com](#)

- Has mostly anonymous user-generated reviews and interactive forums on hotels, restaurants, cruises, cities, local attractions and even airline seats (through its [Seatguru.com](#) site). Also publishes photos and even videos from readers, and has sections for reader blogs and interactive forums
- Claims 24 million unique visitors per month, more than 5 million members and 10+ million reviews. Owned by Expedia

A wooden sign with a metal plate on top. The sign has the address "600 LUCKIE DRIVE, BIRMINGHAM, AL 35223" and the phone number "205.879.2121" and website "LUCKIE.COM" printed on it. The sign is mounted on a metal plate with rivets.

600 LUCKIE DRIVE, BIRMINGHAM, AL 35223
205.879.2121 LUCKIE.COM

The Luckie logo is displayed on a cylindrical mechanical component with a yellow and black checkered pattern. The component is part of a larger assembly with gears and a spring.

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CityTherapy.com

- Brings together the four pillars of city living, the people – the places, the events and the trips – in one connected social network
- Find people with similar interests and share your places (bars, restaurants, clubs, shops and hotels), events (concerts, exhibitions, club nights and sports) and trips in Europe

Rummbble.com

- A way to look for timely, trusted and relevant information about people, places and events, at home or on the move: use it whether socializing locally or traveling the world
- Offers news feeds, status updates, drag and drop photo gallery, and blogs

TravelTogether.com

- Travel-based social networking service enabling users to share travel plans/ideas, travel deals and experiences

FlyerTalk.com

- Part of the [WebFlyer Network](#), features discussions and chat boards that covers the most up-to-date traveler information. An interactive community dedicated to travel – users can converse about programs, how to make the most of your miles and points, general travel, airports, destination and dining information

Realtravel.com


- Social network that allows real people to provide travel information that is about more than price and star ratings – it is about the whole experience
- Users can create their own travel blog
- Provides information on what it is really like there – information on the people, the culture, how to get around, how to avoid problems, as well as suggestions for itineraries, accommodations, dining and things to do

TravelPost.com

- Over 353,982 hotel reviews and hotel photos from real travelers
- Independent source for hotel and resort reviews and hotel information from real travelers. Each review has information about the reviewer, so users can decide if they want to trust their opinion

Tripconnect.com

- Allows people to get travel advice from people they know, others who share similar interests, and also from established and relevant information sources

A mechanical gear is visible on the left side of the page, connected to a spring mechanism. The text is on a yellow banner with a wooden texture.

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[OrbitzTLC Traveler Update](#)

- Orbitz's first foray into UGC. In addition to existing tools that send customers cell-phone and PDA alerts about flight delays, travelers can now post up-to-date information about security line waits, parking, curbside service availability, car traffic near the airport and where to pick up airport Wi-Fi

[Tripcart.com](#)

- Sort through the world of travel information to make it easy for users to plan the best possible trip
- Uses interactive map to locate areas that spark users' curiosity, allowing them to access an endless supply and wealth of information on cities and attractions across the United States. Incorporates Google Maps so users can make their travel plans accurate to the last detail

[Tripmojo.com](#)

- Very simple travel Web site that does not offer much content at the moment
- You can search by hotels and hostels, and it also offers suggestions on the homepage

[Tripology.com](#)

- Users are able to create trip requests that will match you with up to three different travel agents
- Users can also read up on featured itineraries and tours

[Triptie.com](#)


- The site allows you to plan your trip by pulling parts of others' past trips, allowing users to pull great ideas and create a customized trip
- Goals of the site are to make planning travel easier, help people find and communicate with other like-minded travelers, and to help people share their travel experiences with people who matter to them most

[Vcarious.com](#)

- Created with idea of exploring destinations in the same way as first-hand travel
- Allows users to share and remember their own travels. The journal system allows you to record experiences, create photo slideshows and galleries, and show interactive itinerary maps

[Viator.com](#)

- Claims to be an advocate for sustainable travel. They provide travelers with resources and environmentally friendly activities to help them reduce their carbon footprint. They are also committed to being 100% carbon-neutral
- Pride themselves on being able to offer thousands of activities for every type of traveler



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Virtualtourist.com

- A worldwide travel community where real travelers and locals share real travel advice and experiences
- They offer a forum where members are able to post any question they wish in regards to vacationing and travel. Answers are then posted by other members

Wayn.com

- Wayn stands for “Where are you now?”
- It is a travel and lifestyle social networking community Web site in the U.K.
- The site allows you to keep track of all your contacts from around the world and make new friends based on where you are now, where you have been and where you are going

Vibeagent.com

- Combines user-generated hotel reviews, meta-search and social networking to provide users with free personalized hotel recommendations and booking (from more than 120,000 hotels worldwide)
- The site depends on community members to contribute their honest opinions and experiences so everyone can benefit

50PlusExpeditions.com


- Focuses on adventure travel for people over 50
- Site offers trips all around the world that have been graded based on their difficulty from easy to demanding. This allows users to match their travel with their capabilities

Concierge.com

- Offers inspired travel ideas – inspiration with what to eat, what to see and do and a fact sheet with information on best times to go and how to get there
- Users can search by destination or travel ideas
- One link is to specific deals on other sister sites – for example: airfare deals on Expedia

Travelzoo.com

- Largest publisher of travel deals on the Internet, with more than 900 leading travel companies listing their best offers
- Team of researchers evaluates and tests thousands of deals to find those with true value
- Users can search for vacation specials, in certain cities, cruise sales, airline sales and logging and car rental specials
- Once a destination is chosen – Travelzoo provides the users with top picks from associated Web sites



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Lonelyplanet.com

- Dedicated to travel and travelers – “Someone to bounce ideas off during every stage of your travel experience”
- Pools independent advice and information from staff and global community
- Offers a Destinations page – shows thousands of ideas for places to travel
- Online shop offers guide books and bargaining tips and travel gear
- Can book hotels, travel arrangements, car rentals and adventure activities and tours all in the same Web site

GoSeeOregon.com

- A social networking travel Web site where visitors can interact as they explore Oregon destinations. The site provides users a platform to network with other people as they share information, tips and recommendations about places to go and things to do in Oregon
- Travel information from people you can trust. Find other travelers who share your interests and travel preferences. Use tools to quickly find recommendations from other GoSeeOregon members

71Miles.com

- Focused on weekend getaway regional travel, the site blends the expertise and insider knowledge of local travel writing pros with the robust user engagement of a blog to inspire weekenders to hit the road close to home
- Partnering with Kayak.com to offer real-time room availability and pricing for the getaways it recommends

EveryBlock.com


- A hyperlocal geographical filtering site, EveryBlock aggregates relevant news and data to inform users about what’s happening in their neighborhood, block, street or zip code
- Currently only available in New York, Chicago and San Francisco, the site focuses on traditional news articles (from both national and local papers and blogs), civic information (crime, building permits, restaurant inspections), and “fun from across the Web” (photos posted to Flickr, reviews on Yelp or missed connections on Craigslist)

Gridskipper.com

- A blog about international urban travel. In addition to telling users about the newest, coolest and hottest hotels, restaurants, bars, clubs, shops, galleries, events and other points of interest, Gridskipper notes good deals for getting to and from your favorite city destinations

Going.com

- Meet people with similar interests, find cool events and keep up with friends
- Currently available in Chicago, NYC, Boston, Los Angeles, San Francisco and Miami



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Gadling.com

- A traveler's blog of new stories and pictures
- Part of the AOL travel network

Hotelchatter.com

- Dedicated to covering everything related to hotels and lodging around the world
- Covering hotel deals and reviews, which celebrities are staying where, hotel industry news, tips for booking online, the hotels you should stay away from, the hotels you should book and more

Pastigo.com

- One of the largest directories of U.S. historic sites on the Internet
- Allows users to collect the history sites, lodging, restaurants and other places they were interested in visiting during their travels into their very own custom travel guide they could print off and take with them on their trips
- Users can post their own history blog and share photos through a Flickr group

MyTripJournal.com


- Provides a forum for travelers to capture their memories and share them with friends and family. With reviews sorted by destination, current and future travelers alike review and rate the content of their peers
- Visitors have the ability to upload photos and movie clips. Offers message center and guestbook for friends and family

MP3travel.com

- A collection of thousands of short guides about monuments and very specific places. These MP3 guides are written by MP3 travel staff, by passionate travelers or are taken from different wikis under the GFDL and the Creative Commons license. They are narrated by a digital voice and freely offered for download

Couchsurfing.com

- A worldwide network for making connections between travelers and the local communities they visit
- Mission statement: CouchSurfing seeks to internationally network people and places, create educational exchanges, raise collective consciousness, spread tolerance and facilitate cultural understanding
- As of April 2008, 471,000 members from 226 countries



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1sthomeexchange.com

- A vacation alternative where you allow someone else to stay in your home while you stay in theirs
- Currently have 12,000+ listing in 124 countries

IgoUgo.com

- Requires contributors to register – its travel forums and other review material are usually accompanied by member profiles. Users who share reviews and photos can earn rewards
- Each week IgoUgo editors comb through thousands of travel deals and hand-pick the 10 best

TravBuddy.com

- An online community for meeting travelers and sharing travel reviews, photos and blogs

Travellerspoint.com

- Social network for international travelers – can blog, share photos and search accommodations in selected cities
- Recently partnered with Momondo.com for flight search function (Feb. 2008)

SeatGuru.com

- The ultimate source for airplane seating, in-flight amenities and airline information. Includes 300 airplane seat maps from more than 45 different airlines and user-generated comments

Traveltip.org


- Traveltip.org allows visitors to post photos and travel tips of vacation destinations and view/read those posted by others
- Ability to create a map of the places visited
- Has an extensive list of links to other travel sites

Travelervideos.com

- Invites visitors to upload vacation photos and travel videos, and write their own travel blog. The site also features Web links, ratings and a section where visitors can leave comments. There is an easy-to-search travel directory of video reviews, with links to relevant free travel videos on other Web sites
- As of March 2008 there were 5,859 travel videos from 429 locations posted (self-proclaimed largest collection on the Web)

Bootsnall.com

- International site that offers a social networking community for the independent traveler and offers the ability to book hotels, youth hostels, airfare and adventure travel



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[Sidestep.com](#)

- Searches over 200 travel Web sites to bring users the very best travel values on the Web
- Has a trips application for Facebook that enables users to plug in wish lists for future journeys and find a community of like-minded people to make the journey with them or to meet at the destination
- Recently partnered with similar site Kayak.com and then purchased/absorbed Tripup.com

[Kayak.com](#)

- Search 140+ travel sites at once and find the cheapest fares on flights, hotels, cars and cruises

[Yapta.com](#)

- Online airfare tracker offering a free, downloadable service that flags potential flights on one or several travel Web sites. Those fares are tracked on a sidebar screen that indicates when a price has dropped
- Yapta continues to track the purchased fare and reminds travelers to contact the airline for compensation on the price difference. For a 10% or \$40-a-year flat fee, Yapta will request the refund for the consumer
- Expects to add hotels in 2008 to its deal-finding menu

[Triporama.com](#)


- Free trip planner and travel guide for groups
- Allows users to collaborate on a trip plan, including the dining, shopping, golf, skiing or other experiences that they'll share. Triporama offers tools designed to encourage participation and contributions from everyone in the group – find and share travel research, discuss alternatives, assign tasks, conduct polls and schedule trip dates

[Farecast.com](#)

- Smart travel search site with proprietary “Know When to Buy” airfare predictions and “Know Where to Stay” with the hotel predictions
- Airfare prediction model shows if fares are rising or dropping. Based on the prediction, Farecast provides a recommendation to buy now or buy later

[Flyspy.com](#)

- A consumer-centric airfare search engine that offers travelers the best travel deals
- Differs from Expedia, Orbitz and Travelocity by displaying all travel options for the next 30 days in a visual format. Flyspy helps the consumer understand the marketplace for airfares



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[Groople.com](#)

- Online group travel agency dedicated to simplifying the otherwise difficult task of planning travel for your group
- Exclusive group hotel, airfare and car rates and event planning discounts for sports teams, family reunions, religious retreats, business meetings, friends getaways, student and youth groups

[Triphub.com](#)

- For organizers of a vacation with extended family, reunion, wedding, getaway with friends, retreat or any other group trip or event
- Create a central "hub" for all trip information and discussions. Invite people to join your trip and track who is coming. Research and discuss travel plans and activities. Collaborate on decisions and keep people informed. Create a shared trip map and schedule of events. Share travel itineraries from any source or supplier

[Gusto.com](#)

- Travel planning with travel reviews, hotel reviews, hotel reservations, travel photos, travel blogs and travel guides all easily shared with friends and family
- Find out what other real travelers think about destinations by viewing member reviews, photos, favorite Web sites and blog posts

[Mobissimo.com](#)


- Search engine that performs real-time queries of the multiple Web sites that travelers traditionally check manually (plus dozens of others that are often overlooked). Returns the most comprehensive travel search results available on the Web today
- Empowers customers to quickly find and book travel deals that suit their needs

[Insuremytrip.com](#)

- Since 2000 has served as a travel insurance comparison site where visitors can compare each policy from 19 leading travel insurance companies
- Offers pricing and policy information as well as travel tips (U.S. State Department, CDC, ATM Locator, currency conversion, etc.)

[Hotwire.com](#)

- Through partnerships with leading travel companies, Hotwire.com offers low prices on airfare, hotel reservations, car rentals and cruises
- Is a subsidiary of Expedia Inc. solely focused on discount shoppers
- Travel Ticker finds insider deals, limited-time offers oftentimes not found on other sites and sends the information on a weekly basis to the member's inbox



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NOTE: All data for the Luckie 50 was sourced from a combination of the individual Web sites mentioned, related news articles and/or our partner Iconoculture