

What Else? Wanderfly guides, Naughty advertisers, TemptingPlaces, LateRooms bloggers

April 11, 2012 By Tnooz 2 Comments

What else is going on in the world of travel tech? A round-up of other stories from across the industry?



- Wanderfly is continuing the theme of its recent image-led redesign, unveiling 600 travel guides it calls Lenses. The idea is that users populate each guide with content from their own travels, such as pictures and tips. "Crowd-sourced travel guides," says an official. "Lenses are ever-evolving (vs traditional travel guides, which often stay static until next year's edition) and grow with every single piece of new content".
- The Advertising Standards Authority has upheld a complaint for misleading advertising against Bookable Holidays regarding two packages to Cyprus departing June 21 and promoted via Teletext Holidays. Teletext responded that offers did not exist until generated by the system based on consumers' search criteria but its own rules required companies to only show offers with sufficient availability at the advertised price. The ASA was concerned that Bookable was unable to provide evidence that it could provide the holidays based on the search results.
- The ASA also ruled against Hays Travel trading as YourHolidays for similar misleading advertising with packages to Cyprus departing on June 21 and also promoted via teletextholidays. Once again Teletext responded but the ASA upheld the complaint because of the lack of evidence from Hays Travel.
- Online boutique hotel service TemptingPlaces has teamed with DropGift, the social gift card service, to enable consumers to send a gift card towards a hotel stay via Facebook. DropGift was founded this year and also includes Amazon, John Lewis and Urban Outfitters among partners.
- Not everyone dislikes working with bloggers - LateRooms has unveiled a new team of writers who will be penning content for its blog covering travel news, destinations and trends. Those announced so far include Andy Jarosz of 501Places and Zoe Dawes of the Quirky Traveller.

Filed Under: News Tagged With: daily roundup, housekeeping, roundup, weekly roundup, what else



Comments

Zoë Dawes says:
April 11, 2012 at 9:50 am



Thanks for the mention about working with Laterooms – really delighted to be sharing quirky travel stories with their readers. And what do you mean "Not everyone dislikes working with bloggers ..."
I know LOTS of people and businesses who LOVE working with us! OK, yes, I know it's a link but just

wanted to stick up for us bloggers and those who relish us 😊

REPLY



Kevin May says:

April 11, 2012 at 9:52 am

@zoe – yes, a link to a story last week, which I'm sure you've read. Feel free to comment on that story, too, given your experiences.

cheers! 😊

REPLY

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