

## **Hotwire Launches TripWatcher.com, Alerts Travelers within Minutes of Often Unadvertised Airfare Price-Drops**

### **Free Website Monitors Thousands of Air Routes Daily and Sends Real-Time Price-Drop Notifications via Email or Social Media, so Subscribers Never Miss the Vacation Bargain of their Dreams**

SAN FRANCISCO, May 14, 2013 /PRNewswire/ -- [Hotwire.com](#)®, a leading discount travel site, today announced the launch of [TripWatcher.com](#), a new website offering real-time alerts for airfare price drops, covering thousands of flight routes from U.S. origins every day. This powerful new tool will help bring a wealth of previously unadvertised savings to trip planners. An expansion of the popular Hotwire.com tool by the same name, Trip Watcher empowers travelers with control, value and flexibility by watching flight itineraries for next weekend, next month or even next year, all customized and stored in a simple "My Trips" section. Trip Watcher also shares these price-drops with subscribers immediately via email, Facebook or Twitter – often quicker than competitive products – to ensure travelers have the chance to book the lowest airfare possible.

Hotwire's constant goal is to help travelers secure deeply discounted getaways, often at the last-minute. However, scoring savings on airfare can be difficult as flight prices have risen over the past few years. Capacity hasn't kept up with increased demand, which has made it more difficult to find deals. But that doesn't mean discounts don't exist. Travelers just need more help to spot them. That's why Trip Watcher was originally developed, and has now spun off into its own, more robust site – to help deal-seeking travelers secure savings by alerting them the moment their flight goes on sale.

"We've all experienced it, we look and look for low fares and the day we decide to take a rest, we hear about a lower-priced ticket after it's already gone. So a couple of years ago, Hotwire developed the Trip Watcher tool to alleviate some of the guess work from getting a great deal," said Clem Bason, president of the Hotwire Group. "The tool quickly gained popularity, and we realized it was an increasingly valuable resource, which is why we decided to launch Trip Watcher as a separate, more sophisticated, flexible and fast-performing site. Using the site, travelers can rest assured they will get up-to-the-minute alerts when prices drop on their ideal flights, giving us all a chance to get the best deal."

#### **How Trip Watcher Works:**

- Users subscribe to Trip Watcher through their Facebook or Twitter accounts, or via a Trip Watcher-specific account registration on the site.
- Once on the site, users enter their desired trip details which can include dates, destinations, preferred airlines and airports. They can also watch trips up to a year in advance.
- Users then click on "Get price drops" and the trip will be added to their "My Trips" page.
- As soon as their trip(s) experience a price drop, the subscriber is sent an update via email, Facebook and/or Twitter. This alert also includes alternate dates to consider that may be even cheaper.
- Users can check the alerts or click on the deal of their choice to nab it before it's gone!

Trip Watcher currently keeps an eye on airfare exclusively, but the ability to watch hotel and car rentals will be coming soon. Travelers should create their own Trip Watcher account now and start building their itineraries at [www.tripwatcher.com](http://www.tripwatcher.com).

#### **About Hotwire**

Hotwire.com is a leading discount travel site with low rates on airline tickets, hotel rooms, rental cars, cruises and vacation packages. Launched in 2000, Hotwire, Inc. obtains deep discounts from its travel suppliers to help travelers book unsold airline seats, hotel rooms and rental cars. Hotwire.com is an [award-winning](#) website and Hotwire, Inc. is an operating company within Expedia, Inc. CST # 2029030-50. NST: 20003-0209. For more information, visit <http://www.hotwire.com>. Hotwire.com operates sites in 13 countries worldwide : [www.hotwire.com](http://www.hotwire.com), [www.hotwire.com/uk](http://www.hotwire.com/uk), [www.hotwire.com/ie](http://www.hotwire.com/ie), [www.hotwire.com/au](http://www.hotwire.com/au), [www.hotwire.com/nz](http://www.hotwire.com/nz), [www.hotwire.com/se](http://www.hotwire.com/se), [www.hotwire.com/no](http://www.hotwire.com/no), [www.hotwire.com/dk](http://www.hotwire.com/dk), [www.hotwire.com/de](http://www.hotwire.com/de), [www.hotwire.com/hk](http://www.hotwire.com/hk), <http://www.hotwire.com/mx> and [www.hotwire.com/sg](http://www.hotwire.com/sg). In addition to Hotwire, The Hotwire Group of websites includes: [www.hotwire.com](http://www.hotwire.com) and [www.carrentals.com](http://www.carrentals.com).

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