

TRAVEL AGENTS BID ON CONSUMERS' DREAM TRIPS



TRAVEL & TOURISM

We've seen myriad variations on the travel-planning theme, but when it comes right down to it, most options still fall into one of two categories: DIY options involving the web or purchased services from a paid planner. [OfferMeaTrip](#), on the other hand, aims to combine the best of both worlds with a service in which consumers dictate what they want and agents bid for their business. Users of London-based OfferMeaTrip begin by telling the service what kind of trip they'd like to take, including how much they want to spend over how long a time and what types of activities they enjoy. The company's network of approved travel agents—it accepts only those who are ABTA / TTA and/or ATOL registered—can then choose to make offers on a corresponding trip. Offers are presented in the form of tailored, personalized on-line holiday brochures thanks to the site's simple, online brochure creator. The consumer in question then chooses the offer that's most appealing to them, and OfferMeaTrip helps them connect with the agent for booking and payment confirmation. Using OfferMeaTrip is free for travellers; for agents, it's currently free as well through a special, pre-launch introductory offer. Providing yet another excellent example of an intention-based service, OfferMeaTrip currently appears to focus primarily on UK travellers and agents. One to partner with or emulate in other parts of the world...? (Related: [In online auction, banks bid on consumer savings — Intention-based shipping brought to the UK — Bank helps clients buy homes that aren't for sale.](#))

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