



Launchtrip Unveils First Travel Platform Designed for Group Trips

Launchtrip users can now book an entire trip from hotel accommodations to restaurants including splitting payments – all within one intelligent and easy to use app.

*With a quarter of Americans saying the most painful part of planning a group trip is dealing with payment, the Together-Travel company is giving away vacations to reward that friend or family member who **always** ends up organizing the trip for the group.*

September 29, 2021 – Launchtrip [www.launchtrip.com], the world's first Together-Travel company, today releases its group-centric travel booking app. Available on iOS now, Launchtrip removes the roadblocks historically associated with group-travel by allowing users to plan and book travel based on destination city or event, and the ability to divide costs and pay separately, taking the awkwardness and pain out of invites and chasing down money – all **within** the native platform's ecosystem.

Launchtrip is the first application to address a longstanding challenge for consumers and the hospitality industry: the need to facilitate group bookings in one application including payment processing and soon, with an industry first: fair and transparent pricing. From today, users will be able to:

- **Search by city or event to book accommodation and restaurants** close to major sports, music, and entertainment events across the country
- **Book hotel accommodations** from a curated selection of 3 – 5 star properties across the country. From independent boutique hotels to 5-star luxury properties and everything in between, Launchtrip offers thousands of hotels across 8 major US cities to start, with more becoming available every month
- **Review thousands of highly recommended restaurants** and book right in the app using Resy as Launchtrip's official restaurant booking partner
- **Split and manage payments** of your group trips (available for group trips of 3 or more people)
- Receive scaling **group discounts** with partnered hotels
- Take advantage of Launchtrip's **signature 24/7 concierge service** – online and with text-driven customer support, powered by humans
- Ground transportation and travel insurance will be available by the end of the year
- Google Play store availability will launch in Winter 2021

Launchtrip customers will also benefit from Launchtrip's **'My Trip' feature**, where users can manage all of their group reservations (both accommodations and restaurants) and their guest list, meaning they won't be stuck with reservation emails from multiple vendors. Within this feature, users can name their trip, check the trip's guest list and whether they've paid or not, and send reminders to anyone who hasn't yet paid – a pain point many can relate to.

In fact, Launchtrip recently surveyed 1,000 US adults to find that for **25% of Americans, dealing with payment is the most painful part of planning any group trip**. A third (34%) of respondents even said they spend hours figuring out how to split costs. To reward these Group Trip 'Heroes' who've had to deal with organizing woes for far too long, Launchtrip is giving away an all-expenses paid vacation (including accommodation at select luxury hotel properties across the country) to one lucky 'Hero' plus three friends.

To enter, you simply need to visit www.launchtrip.com/heroes-contest and submit a *painful* story from a past experi-

ence of organizing group trips. Be it putting your card down for a weekend's stay at a luxurious (and pricey!) villa or chasing that one friend for the restaurant bill weeks later, Launchtrip will choose one of the most deserving Group Trip Organizers to win a vacation on us. They deserve it!

Launchtrip CEO and Founder Julian Ing is dedicated to providing a better travel experience in the group travel category – a category that he believes has experienced little innovation in nearly 25 years, especially when it comes to payment processing. Ing states: *“Launchtrip is a new kind of travel booking company and one that we believe will transform the travel and hospitality space. From group travel to complete transparency for consumers and partners, we are committed to creating the best experience possible for our users and are thrilled to be opening Launchtrip up to the public today.”*

Traci Mercer, Launchtrip Advisor and SVP, Marketplace Segments for Sabre comments: *“Anyone who has been brave enough to attempt planning or organizing group travel for friends, realizes it’s a nightmare. The leisure-group travel market is ripe for disruption, which is why I am so excited to be part of Launchtrip – a company that will transform and eliminate the major pain points for group travel. She adds: “Julian’s innovative approach leveraging geo-fencing, artificial intelligence and customer input, will make planning trips for your tribe a breeze and position Launchtrip as an industry leader for group travel.”*

In a world where almost six in ten customer interactions could be automated in the next three years,¹ Launchtrip truly sets itself apart from OTAs and other companies with its customer-first approach.

Looking ahead, Launchtrip plans to roll out even more features dedicated to creating a seamless travel experience, including curated trip recommendations, an AI-driven rewards system and more. To book your next trip using Launchtrip, download the app on the [iOS store](#) and learn more [here](#).

About Launchtrip

Launchtrip is the Together-Travel company that makes booking group trips easy and rewarding. Launchtrip has created the first travel app built for group trips that allows users to search by city, and as a first in the space, events.

Launchtrip customers will be able to select from over 200,000 hotels, make reservations from thousands of recommended restaurants across major cities, split costs and handle individual payments among trip attendees during the booking process – all within one intelligently designed and easy to use mobile app.

Founded by entrepreneur Julian Ing, Launchtrip’s ethos is to make every experience outstanding, from end to end. Launchtrip’s team of advisors include some of the industry’s top experts with previous leadership roles within HomeAway (Expedia), MealPal and Tripping.com to name a few. This includes Traci Mercer, Taleeb Noormohamed, Michael Drever, Kathleen Reaume, Terry McBride and Mark Spencer.

Launchtrip users will have access to hundreds of thousands of hotels worldwide plus many more features to be announced.

About the Giveaway

Launchtrip will give away an all-expenses paid vacation for 4 to the destination of the winner’s choosing for their next group trip. See more details on entering the giveaway and the T&Cs here: <http://launchtrip.com/heroes-contest>

¹ <https://www.morningbrew.com/emerging-tech/issues/latest>