

# newsworthy trends

## Using The Internet To Make The Most Of A Trip

(NAPS)—A growing number of Americans are using the Internet to book travel because it's easy and accessible. But they're doing more online than just buying tickets—they're researching and planning their trips as well.

A recent travel and lifestyle survey found that 26 percent of adult Americans consult the Internet first when choosing or planning a vacation.\* More do so than consult other travel authorities, including travel agents, guidebooks and magazines.

Though many destinations and companies have Web sites, people often find it useful to start planning a trip by visiting a comprehensive travel site that offers everything from travel packages to bargains to discussion forums to photo essays.

Sites such as Concierge.com provide a wealth of objective information to people who would like to explore travel options and possibilities and offer detailed information for travelers who already know where they want to go. A visitor can also book travel arrangements, find out the weather, calculate currency and view maps.

When researching the perfect location for a getaway, sometimes it helps to have an insider's view of what a destination has to offer. The Internet provides quick and efficient access to such information. For example, Concierge.com offers insider information about 10 of the world's most exciting cities available to travelers with its Insider Guides feature.



**Comprehensive travel sites make it easier for consumers to plan and book trips online.**

The Guides are like having a well-connected friend living in New York, Los Angeles, San Francisco, Miami, London, Paris, Barcelona, Hong Kong, Sydney or Rio de Janeiro. Written by expert local travel writers and updated monthly, Insider Guides offer the local scoop on events, hotels, restaurants, shopping, nightlife and attractions. Travelers can learn how to tour “closed” rooms at Buckingham Palace in London, bike the grounds at Versailles in Paris, find the best dim sum in Hong Kong and schmooze their way into Skybar in L.A. or the club of the moment in Miami Beach.

Concierge.com, the online home of *Condé Nast Traveler*, features articles, photo essays, daily deals, advice, discussion forums and links to other useful sites. Travelers who are just starting to research their next trip or leaving soon for vacation and need more information about destinations, can log on to [www.concierge.com](http://www.concierge.com).

\* Survey results from the “Concierge.com Travel/Lifestyle” survey.