



trivago launches new Weekend product in UK and US

April 29, 2021

Weekend helps travellers discover nearby locations for unforgettable weekend getaways

DÜSSELDORF, GERMANY—29 April 2021 — trivago, a leading global accommodation search platform, today announced the US and UK launch of [trivago Weekend](#), a brand-new way for users to discover weekend getaways close to home. Weekend, which provides curated content to help travellers find great deals on accommodation and experiences on and near their doorstep, is now available to travellers in the US and UK.

Weekend highlights close-to-home adventures and experiences in direct response to the travel restrictions caused by the pandemic. The product taps into the need for experiential, memory-making trips coveted by modern travellers. The launch in the US and UK has been timed to make the most of lockdown restrictions easing across the country and the reported uptake in domestic breaks this summer.

“With the pandemic placing restrictions on travel, many of us have become aware of some of the incredible destinations and activities available on our doorstep,” says Axel Hefer, CEO. “To help users understand the potential of their surrounding area, trivago Weekend provides travellers with ideas for those exciting nearby getaways. In addition to helping users find amazing deals on accommodations, we want trivago to become a source of inspiration for weekend getaways, both planned and spontaneous.”

trivago users in the US and UK will be able to click onto Weekend via the homepage and set a search radius of 100-200 miles from their location, with the results showing both deals on accommodations and recommendations of attractions and things to do in the destination area. The platform can be searched by location, dates for travel and number of rooms/guests, so that travellers can tailor the perfect getaway to their needs. The search results give accommodation options, with suggestions of nearby attractions and points of interest for inspiration and planning.

The product is expected to be rolled out to select markets throughout the year.

The launch follows trivago’s acquisition of [weekend.com](#) in January. The company has since integrated [weekend.com](#)’s content, focused on inspirational weekend getaway packages, into its own platform.

Recent research from trivago reveals that activities and hobbies are increasingly important in choosing breaks and getaways: ‘discovering new things’ was the number one travel inspiration for British consumers, and of those who have picked up a new hobby during the pandemic (56%), more than half (54%) say that it’s at least somewhat likely that they will pick a trip connected to a new hobby once the pandemic ends.

To learn more, visit [trivago.com](#).

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About trivago

trivago is a leading global hotel search platform focused on reshaping the way travelers search for and compare hotels and alternative accommodations. Incorporated in 2005 in Düsseldorf, Germany, the platform allows travelers to make informed decisions by personalizing their hotel search and providing them access to a deep supply of hotel information and prices. trivago enables its advertisers to grow their businesses by providing access to a broad audience of travelers via its websites and apps. As of December 31, 2020, trivago has established 54 localized platforms connected to over 5.0 million hotels and alternative accommodations, in over 190 countries.

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Forward looking statements

This press release contains certain forward-looking statements. Words, and variations of words such as "believe," "expect," "plan," "continue," "will," "should," and similar expressions are intended to identify our forward-looking statements. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual events and results to differ materially from those in the forward-looking statements. For additional information factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our public filings with the Securities and Exchange Commission. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

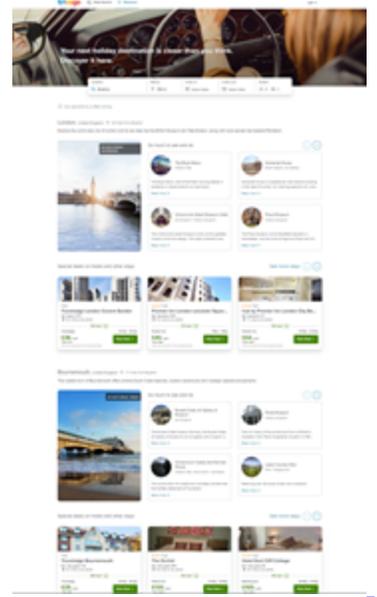
As used herein, references to "we", "us", the "company", or "trivago", or similar terms shall mean trivago N.V. and, as the context requires, its subsidiaries.

Attachment

- [trivago Weekend](#)



trivago Weekend



trivago's weekend content