

Media Kit

[Search](#)

At trivago, we are focused on empowering millions of travelers every month to **find their ideal hotel at the lowest rate**, by offering total transparency of the online hotel market.

Our team of over **1100+ creative and focused minds** from all corners of the globe, are working to develop fast, game-changing, unbiased, consumer-centric products—In order to better not only what we do, but the industry as a whole.



Using trivago's hotel search, you can sift through over **1.3 million hotels**, from **200+ booking sites** and hotel chains in **190+ countries**, at once. Founded in 2005, trivago currently operates on **55 live international platforms** in **33 languages**.

Who we are

"Our development has been real, organic and imperfect. A big part of who we are is derived from our culture, which has helped us succeed collectively as a group as much as individuals. It is built upon values that we identify with, such as trust and authenticity - which translate directly into the products we create. trivago brings people together from 50+ nations to collaborate in one place. In turn creating an atmosphere, which empowers and inspires us to exchange information more openly, act quickly and keep learning. Our philosophy is that in a world of constant change, the only sustainable competitive advantage is the pace of our learning."

Rolf Schrömgens

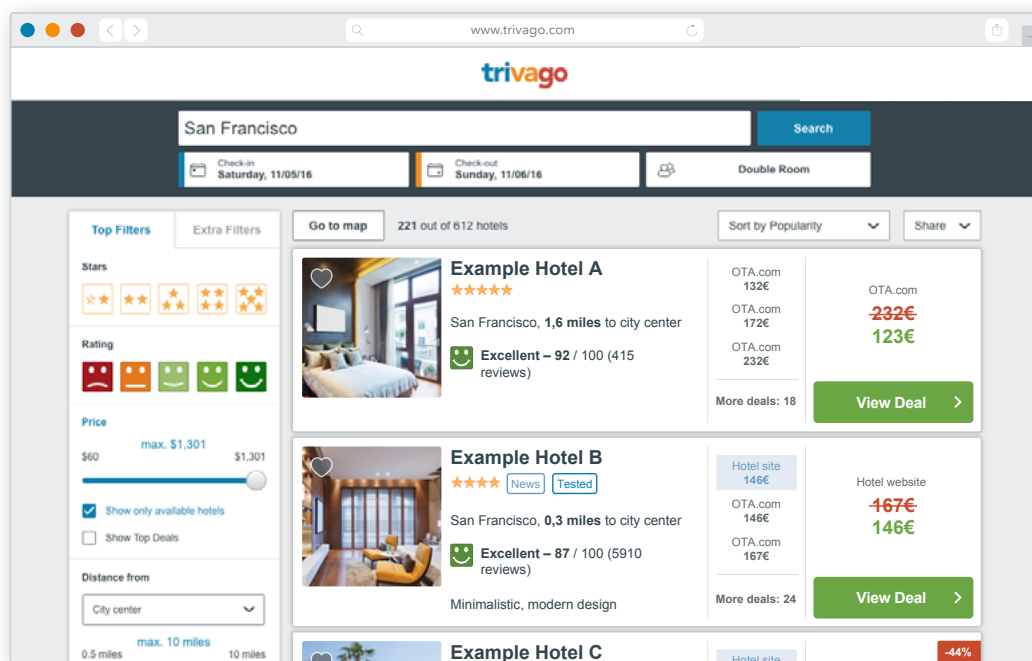
Founder, Managing Director

Empowering people to get more out of life

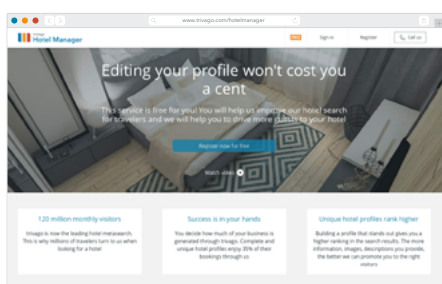
We live for the 'ah ha' moments. We are driven by passion. We are focused on building consumer-centric products, which make the world more transparent, more unbiased, more fair, more individual. Whether we are helping you to find your ideal hotel, developing an app or someone's career, we put great importance on creating a company that empowers everyone to get more out of life.

Our products

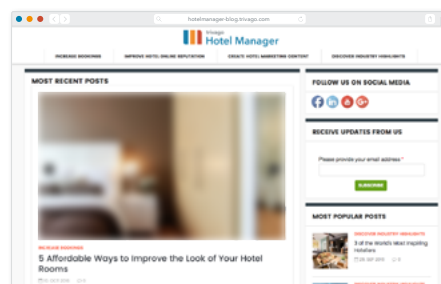
No matter what we develop at trivago, our focus, is first and foremost, our users. Which is why we are always innovating and creating simple, efficient, test-driven products—which are as trustworthy as they are transparent.



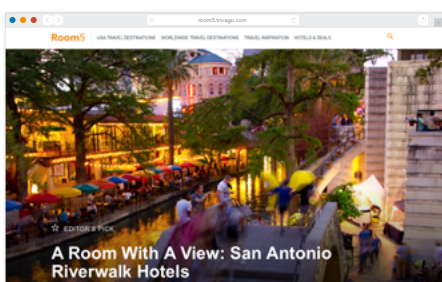
Hotel Search



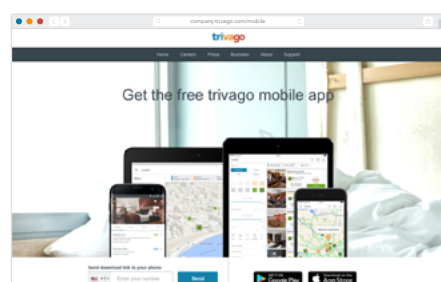
Hotel Manager



Hotelier Blog



Room 5



Mobile Apps

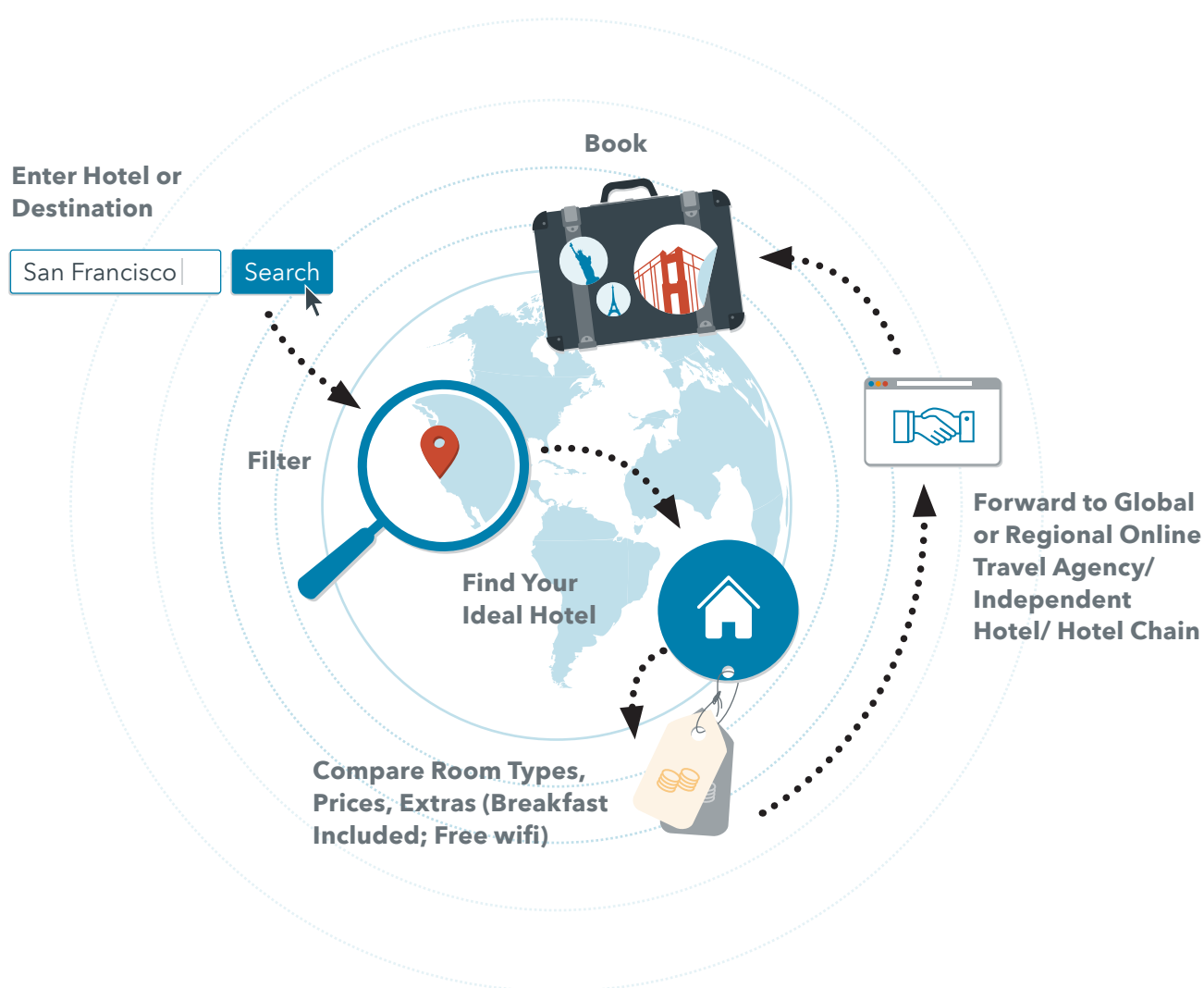
Rigorous analysis and application of data and technology are critical parts of our DNA



Within our marketplace, we capture a large amount of data on how users search on and engage with our site, enabling us to continually test new features and the effectiveness of existing ones, refine our search algorithms and thereby improve our products. Our application of data-led improvement and innovation also informs our marketing strategy, including efforts to optimize our marketing spend.

How trivago.com works

We are focused on reshaping the way travelers search for and compare hotels, while enabling hotel advertisers to grow their businesses by providing access to a broad audience of travelers.



Our Hotel Search

The screenshot displays the trivago website interface for a hotel search in San Francisco. The search bar at the top shows 'San Francisco' with a 'Search' button. Below the search bar, the check-in date is 'Saturday, 11/05/16' and the check-out date is 'Sunday, 11/06/16'. The room type is set to 'Double Room'.

On the left side, there are 'Top Filters' and 'Extra Filters'. The 'Top Filters' include 'Stars' (1 to 5 stars), 'Rating' (1 to 5 stars), 'Price' (a slider from \$60 to \$1,301), and 'Distance from' (a dropdown menu set to 'City center' with a range from 0.5 miles to 10 miles). The 'Extra Filters' section is currently empty.

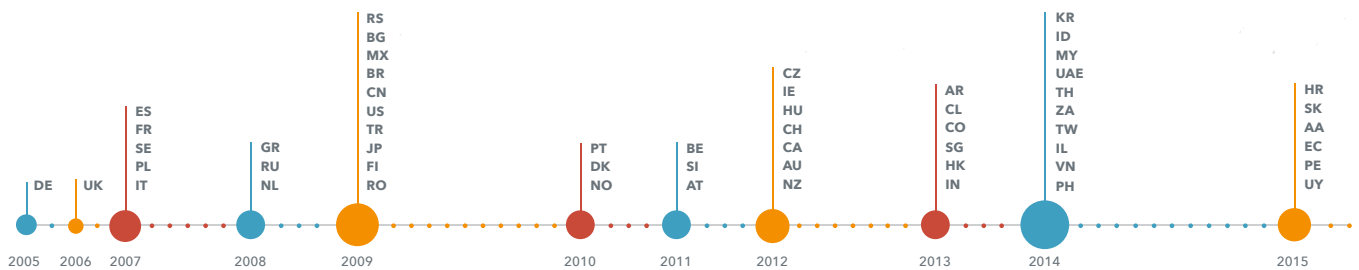
The main search results area shows '221 out of 612 hotels'. The results are sorted by 'Popularity'. Three example hotels are shown:

- Example Hotel A:** 5 stars, San Francisco, 1.6 miles to city center. Reviews: Excellent – 92 / 100 (415 reviews). Prices: OTA.com 132€, OTA.com 172€, OTA.com 232€. A prominent 'View Deal' button shows a price of 123€ (a 44% discount from 232€).
- Example Hotel B:** 4 stars, San Francisco, 0.3 miles to city center. Reviews: Excellent – 87 / 100 (5910 reviews). Prices: Hotel site 146€, OTA.com 146€, OTA.com 167€. A prominent 'View Deal' button shows a price of 146€ (a 16% discount from 167€).
- Example Hotel C:** 4 stars, San Francisco, 0.3 miles to city center. Reviews: Excellent – 87 / 100 (5910 reviews). Prices: Hotel site 146€, OTA.com 146€, OTA.com 167€. A prominent 'View Deal' button shows a price of 146€ (a 16% discount from 167€).

Callouts highlight the following features:

- Simple, unbiased, transparent search experience, which supports searches across a broad range of criteria
- Comparison of 1.3 million+ hotels from 200+ booking sites in 190+ countries worldwide
- Room type (single, double, family, multiple)
- 100+ Comprehensive filtering options, for example: Hotel stars, Popularity, trivago ratings, Price range, Distance from landmarks, Top amenities options (Pets, Beach, Free WiFi, Breakfast, Pool)
- Mark your favorites for later
- Aggregated reviews from multiple sources
- We provide reviews from third parties in a clear and concise format
- Price comparison with prominent display the "top deal" for a hotel

55 Markets



Press mentions

trivago is named one of the Biggest Brand Winners with US consumers for 2015 on **MediaPost.com**:



<http://www.mediapost.com/publications/article/266435/brandindex-ranks-perception-winners-losers-2015.html>

"In fifth place: Trivago, which saw its score rise 3.6 points, from 8 to 11.6.

On the way, it passed Priceline, Expedia, Travelocity and Hotwire to become the highest-perceived brand in the travel booking category.

YouGov attributes the quick rise in no small part to awareness-building via the ubiquitous "Trivago Guy" (Tim Williams) commercials."

Also featured on:

MW MarketWatch

Los Angeles Times

The Boston Globe

abc **NIGHTLINE**

300+
Terabytes of travel information stored

250+
Gigabytes produced daily

Data from
55 platforms

Our approach at trivago is to move the industry forward, and fast. We look for smart and pragmatic solutions, which are not only data-driven and A/B tested, but can be improved quickly based on our learning.

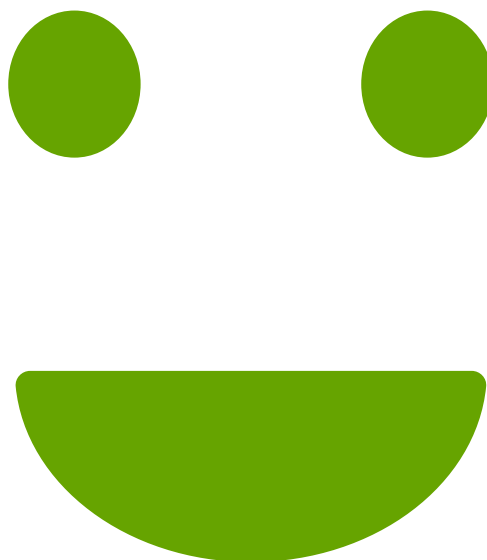
trivago Rating Index® (tRI)

With over 175 million ratings gathered from all over the web, we've crafted a comprehensive, fair and reliable index of hotel ratings—the trivago Rating Index® (tRI).

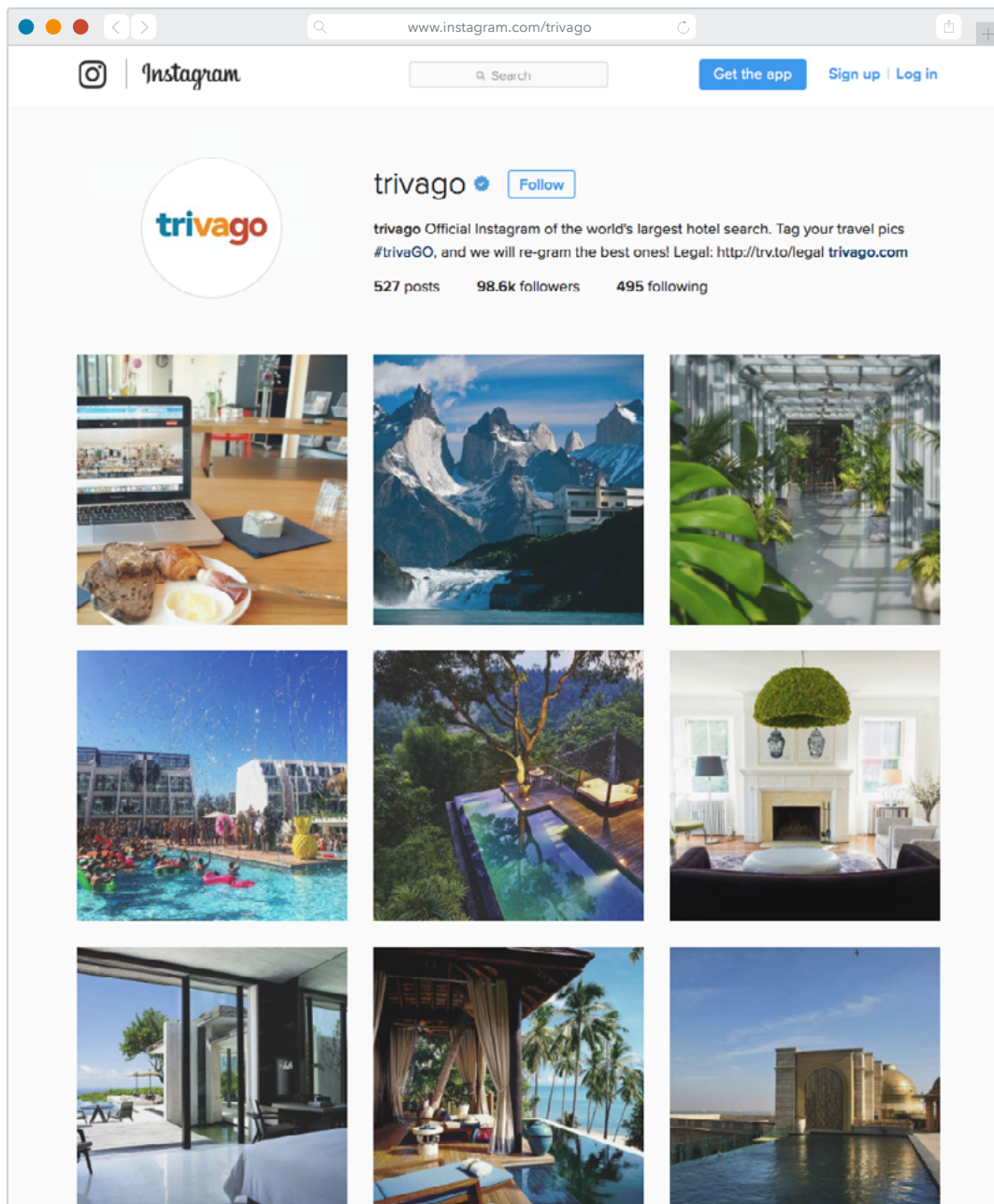
We use a clever little algorithm to aggregate them, which provides a dependable and impartial score – whether a hotel has 20 reviews or 2,000. Based on a tried-and-tested mathematical approach, our index is unbiased, clear and transparent. With daily updates, our aim is to continuously develop the most up-to-date rating index for hotels available.



<http://www.trivago.com/static/rating-index>



Social Media



Join our community of more
than 3.5 million travelers!
Bon Voyage!



YouTube



Inside trivago

30+ sports activities and 80+ academies per year

We want where we work to be a reflection of our culture and our values, which we see as the main drivers behind our success. We want to create an inspiring, open, collaborative atmosphere, which brings everyone together

Logos + Images



Logos-Icons

trivago



Product-Imagery



trivago_office_photos



Contact us



Global Corporate Communication
corporate.communication@trivago.com