



Media Release

WEGO LAUNCHES WORLD FIRST HOTEL REVIEW PRODUCT

A travellers' best friend

Sydney, 9 November, 2009 – Travel comparison site Wego.com.au today launched a revolutionary new hotel review product, empowering travellers to quickly pull hotel reviews from all across the internet – but only read the ones of direct interest to them.

In the same way Wego searches hundreds of sites to find the best prices for flights and hotels, its new cutting-edge review system aggregates and sorts reviews from hundreds of sources. It then drills down to determine how positive or negative the review is ... and why. The result is an overall “guest satisfaction” score, as well as separate sub-scores for filters such as “rooms”, “location”, “cleanliness”, “family friendly”, etc.

Some of these filters are fixed and present for all hotels, for instance, “facilities” and “service”. Others appear only when they are often mentioned in reviews. A hotel with a great spa, for instance, will have a separate score for “spa.” These filters appear in an intuitive tag cloud, allowing users to simply click on any term of interest.

All reviews and guest satisfaction scores are supported by review snippets, in which the relevant bits can be read quickly and easily. If a user wants to read the full review, they simply click on the snippet.

The entire interface is designed to put the relevant information front and centre, and allow the user to simply point and click to learn more about topics of interest to them. Users know Wego is pulling reviews from hundreds of leading sites, but are spared from scrolling through hundreds of irrelevant posts.

Wego founder and Chief Commercial Officer, Craig Hewett said, “Wego’s new hotel reviews fill a massive gap in the online travel shopping experience. Consumers don’t like being forced to wade through hundreds of reviews to find one that seems relevant to them. No other site can get as many relevant reviews in front of the user so quickly.”

“We believe this offering will also benefit hotel operators as they can see a valuable snapshot of the experience their valued customers have had with their business.”

“We are excited to be launching this offering and giving consumers access to the best information available on hotels. It is part of our continued investment in the Wego product and our commitment to delivering travellers with the best experience available online,” Mr Hewett said.

The new hotel review product can be viewed at: www.wego.com.au

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About Wego.com

Wego.com allows travellers to search for [flights](#), [hotels](#), [packages](#), [travel deals](#) and [travel research](#) across 100+ travel websites in the time that it normally takes to search just one. Wego searches travel websites in real-time so that the latest pricing and availability are shown. Travellers are then linked through to partner websites to book. Wego.com was founded in 2005 by former executives from Intercontinental Hotels Group (NYSE: IHG), Yahoo! (NASDAQ: YHOO), Priceline (NASDAQ: PCLN) and ZUJI. News Digital Media, the Australian digital arm of News Limited and part of News Corp (NYSE: NWS), is an investor. For more information, please visit <http://www.wego.com/about>.