

COMPETITORS							
Feature Analysis	Trip Advisor	BonJournal	Trip Cast	Airbnb	Trippy	Travello	Lantern Trips
Flexibility and efficiency of use	2	3	3.5	2.5	2.8	2.5	
Trip Planning	Yes	No	No	Yes	Road Trip only	No	TBD
Blog/Journal	No	Yes	No	No	No	No	Yes?
Image Post/Tips/Reviews	Yes	Yes	Yes	Yes for accommodations and experiences	Yes	Yes	Yes
Social Media Integration	No	No	Yes	Yes	Yes	Yes	Yes
Application	Yes	iphone ONLY	Yes	Yes	No, Responsive Website	iphone & android ONLY, no website database	TBD
Video Tour	No	No	No	No	No	Yes	TBD
Brand Statement	Help travelers around the world plan and book a perfect trip	The simple way to record and share your travels.	A living travel journal for your friends back home	Connecting people to unique travel experiences	Ask a travel question, experts answer, "liked" answers go to the top	Make travelling easier and connect with other travellers	TBD
Layout Analysis	Search style	Blog Style	Scroll to sections	Long scrolling pages	Short Pages, Tall Footer	Scroll to sections	TBD