



NEWS

Media Contact:

Dan Marengo

Visit Berkeley

510.549.7040

dmarengo@visitberkeley.com

Visit Berkeley Announces New Trip Planning Technology Powered by Utrip

Berkeley DMO launches innovative platform to inspire visitors to find the best of Berkeley

BERKELEY, CA, Jan. 5, 2018 – [Visit Berkeley](#) has launched a new partnership with [Utrip](#), the travel planning platform that combines the best of artificial intelligence and human experience. Utrip’s innovative technology enables Berkeley visitors to create unique, personalized itineraries. The experience is available at <http://mytrip.visitberkeley.com/>.

Set on sparkling San Francisco Bay, Berkeley is a vibrant, eclectic city that surprises those who still see it as the center of counter-culture. While that spirit is forever a part of the city’s true character, Berkeley has evolved into a culinary and cultural hotspot that offers visitors incredible variety.

“Our goal is to ensure that visitors optimize their time while in Berkeley,” said Barbara Hillman, President and CEO of Visit Berkeley. “We offer incredibly diverse, authentic experiences, and with Utrip’s platform, we can provide travelers with the ability to personalize those experiences according to their own unique preferences. Planning unforgettable adventures in Berkeley is now easier than ever.”

Utrip’s best-in-class technology optimizes travel itineraries around a user’s preferences, budget and other relevant factors. Leveraging advanced artificial intelligence algorithms, the system automatically sorts through thousands of activity options at the click of a button, enabling visitors to effortlessly plan trips and make the most of their time in destination.

“We’re excited to have such an innovative DMO in Visit Berkeley as our newest partner,” said Gilad Berenstein, CEO and Founder of Utrip. “It’s our mission to make travel planning easy, enjoyable and personal. This partnership will not only help us further that mission but also enable Visit Berkeley to better engage with their visitors and build lasting customer relationships.”

- more -

About Visit Berkeley

Visit Berkeley is the destination marketing organization for Berkeley, Calif. Founded in 1992, Visit Berkeley is the voice of the hospitality and tourism industry in Berkeley. The mission of Visit Berkeley and the Berkeley Film Office is to cultivate and promote Berkeley as a desirable destination for meetings, conventions, tour groups, leisure travelers and film production while enhancing Berkeley's economy. For more information, please see www.visitberkeley.com.

About Utrip

Utrip is a destination discovery and planning platform that combines the best of local expertise, human experience and artificial intelligence to make trip planning easy, enjoyable and personal. Utrip PRO, our white-label product, enables destination marketing organizations, airlines, attractions and hospitality brands to offer customers a more personalized experience, thereby increasing engagement, loyalty, conversion rates and revenue. Our technology optimizes each itinerary based on a customer's preferences, budget, geography and many other relevant factors, sorting through millions of destination options, such as must-see sights, activities, events and restaurants. Together, we will reimagine the relationship you have with your customers through every step of the travel lifecycle. For more information, please visit www.utrippro.com.

#

Utrip Media Contact

Aubrey Lerche

Barokas Public Relations for Utrip

Utrip@barokas.com