



WHAT IS SNIQUEAWAY:

SniqueAway™ is a new, US based online travel experience that brings its members exclusive, limited-time offers on the world's most dazzling properties. For the first time, members-only private sale meets crowdsourcing approval; SniqueAway is the first members-only site where each offer is endorsed by the people. All hotels featured on SniqueAway have earned a minimum four-star* rating classification and four out of five review ratings on TripAdvisor. Corresponding hotel reviews are shown alongside limited-time, members-only offers providing quick insight into how other travelers view the hotel, making it easy to book a room before they sell out.

SniqueAway is part of Smarter Travel Media—a TripAdvisor Media Group company. TripAdvisor offers the world's most trusted travel advice.™ SniqueAway takes full advantage of this advice by bringing you the recommendations and guidance of millions of travelers.

WHAT KINDS OF PROPERTIES ARE FEATURED:

SniqueAway showcases a collection of irresistible and stylish properties around the globe. Think chic, sleek and unique. Trust that you are receiving the best deals, because only four- to five-star properties (or their equivalent for smaller hotels) are offered, each boasting a minimum four out of five review ratings on TripAdvisor. Additionally, deals are accompanied by recent reviews. The dedicated, escape-loving SniqueAway team works diligently to secure surprisingly affordable rates.

HOW IT WORKS:

It begins with an invitation.

There is no cost to join the members-only service, but an invitation is required. Members of the press can email SniqueAway for an invite: press@sniqueaway.com.

Once you're a member, there are always deals available on SniqueAway, with three new sales added weekly, increasing over time. New sales are added weekdays at 12 PM EST. Members are notified via email of each week's Escapes, with offers on a first come, first serve basis, lasting up to seven days or until sold out. Members can preview future Escapes seven days in advance and can set up a reminder for alerts when sales start.

LOOK.

After members receive and accept the invitation, they can check out spectacular photos and property overviews of our featured offers. Inside every SniqueAway Escape there are TripAdvisor reviews, hotel amenities, room details—even local hot spots.

BOOK.

Enter room type, check-in/check-out dates and click "Select." Enter traveler information and any special requests for the hotel. From the time dates are selected, members have

15 minutes to click “Book it!” or the room(s) will be returned to inventory. All taxes and fees are included unless otherwise noted in the escape policies. Immediately upon booking, members receive a confirmation email from SniqueAway. All guests need at check-in is the hotel confirmation number and a credit card for any hotel purchase not included within the SniqueAway escape. To help you SniqueAway to featured destinations, you can also access TripAdvisor Flights on SniqueAway.

SAVE.

Our long-term partnerships with the top brands in travel assure members the best possible prices on prime rooms and accommodations at the most-desired hotels. Thrill to the rush of a purchase well made (and money well saved).

RAVE.

Members can invite friends to SniqueAway and get \$25 credit every time a referral books their first Escape.

BENEFITS:

Our size and online travel history give us access to most alluring deals and destinations. As the private sale site for the people, SniqueAway brings the credibility and security of crowdsourced wisdom with TripAdvisor reviews and opinions from real travelers displayed next to every offer.

All qualifying hotels featured on SniqueAway must have earned a minimum four-star rating classification (or equivalent for smaller properties) and four out of five review ratings on TripAdvisor. Always on the lookout so members pay less than they should, SniqueAway alleviates the research fatigue the travel bargain hunter can often get when they scour the varied deals offered across the Web.

SniqueAway counts on its members—discerning travelers with an eye for great deals—to tempt friends to SniqueAway. And popularity pays off: For every invited friend who books a SniqueAway Escape, members receive \$25 credit.

WHY DID SMARTER TRAVEL MEDIA LAUNCH SNIQUEAWAY:

For years we’ve been helping savvy consumers make smart and informed travel decisions. With SniqueAway, we are applying our strengths and expertise in the travel deals business, our connections, and our TripAdvisor Media Group pedigree, to the private sale market. The appeal of private sale sites has already been proven by consumer response. SniqueAway is doing something different; customers can make the best informed decision with crowdsourced reviews from TripAdvisor’s most discerning travelers, and a policy that requires all hotels to have a minimum TripAdvisor 4* star, four out of five review rating. Plus, members will find deep discounts on the most desired hotels. We took our time to develop a system that would guarantee customer satisfaction, and we think you’ll agree it was worth the wait.

* exceptions apply for smaller properties without a star rating