

# Labtrip 3.0, the iTunes of the social travel guides



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April 22, 2013, 8:22 am -- /[EPR NETWORK](#)/ -- Labtrip, the free app of social travel where you can do travel guides, presents a complete app for the iPhone and new functionalities in the web (the spotter).

To the more of 40.000 registered users and more of 30.000 created guides, and thousands of downloads, they add more and new functionalities looking forward to the Social travel era 3.0

With the new design and the new content aggregator (spotter), Labtrip 3.0 arrives to all the destinations the traveler want to go and share.

Spotter; the content aggregator is the main new tool

The technological start-up from Barcelona has now the option to aggregate content in the user travel guide.

The content aggregator, also known as SPOTTER, is the most significant new of Labtrip 3.0

For the first time, the traveler, using the SPOTTER, can include any information of the travel he/she want to go or be inspired; like photos, videos, text... to his/her travel guide while surfing the internet.

Also, while traveling, with the iPhone app, he can photograph anything he/she like (restaurant, hotel, place, site,...) and keep it and share it.

Demis Torres (founder and COO of Labtrip) says that SPOTTER "is the tool that need a marketplace of travel guides to personalize totally the user guides."

Users change their behavior when they think about their travel, so LABTRIP has invest to offer popular places voted by the travel community or by their friends.

"Our objective is that the users connect their travel with their friends", says Demis Torres, that sees the change in the behavior to the "friendsourcing".

"In the crowdsourcing the comments are from anyone , but in the friendsourcing the comments are from friends and relatives"..

The redesign of the APP in the iPhone gives more visibility to the thematic guides with personal plans that respond to the "London literary", "Paris of The Da Vinci Code" or also "Football in Buenos Aires".

LABTRIP with the new tools (like the SPOTTER) wants to go forward in their vision of being the iTunes of the travel guides.

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