

Travel Web Sites Get Personal

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It's not just about the price. As the hint of summer vacation emerges on the horizon, wanna-be travelers begin sifting through travel guides, both real and online, to concoct just the right vacation getaway. Price matters hugely, especially for travelers heading overseas with anemic dollars. But just as important is getting the best value out of a trip.

That means before they plunk down thousands on a trip, travelers are craving real reviews and recommendations from others who have been there, eaten that. And online travel companies are snapping to attention.

A flock of relatively new online travel companies offer myriad ways to compare airfares and hotel rates and of course, book reservations. Others are promoting unpolished--and unvarnished--reviews contributed by fellow travelers. Still others promise to help keep us organized.

You can call it WebTravel 2.0--or you can just pull out what you need to plan your vacation.

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