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FOR IMMEDIATE RELEASE

Visit Vacaville Announces New Personalized Trip Planning Technology Powered by UTRIP

VACAVILLE, CA., AUGUST 21, 2018- Visit Vacaville today announced the launch of a new partnership with Utrip, the data-driven travel personalization platform. Utrip's innovative technology will enable Visit Vacaville's customers/visitors to create unique, personalized itineraries for their trips to Vacaville. The experience is available at <https://mytrip.visitvacaville.com/>.

Vacaville is one of California's most unique and dynamic places to visit, shop, stay, and play. A short drive from San Francisco and Sacramento, this scenic locale offers excellent performing arts venues, restaurants, shopping, and outdoor recreation.

"We are excited to deliver this personalized digital experience for our visitors," said Melyssa Laughlin, President & CEO of Visit Vacaville, "With Utrip, we can help visitors make the most of their visit to Vacaville and help them discover what is special and unique about our city."

Utrip's technology optimizes travel experiences 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 Vacaville.

"Vacaville is a destination ripe with amazing experiences—from a historic downtown with vibrant performing and visual arts, shopping and dining, to incredible opportunities for exploration nearby including San Francisco, Suisun Valley, and more," said Utrip CEO, Gilad Berenstein, "Visit Vacaville does outstanding work in a variety of mediums

to help travelers find the best for them and we are so happy that they are bringing in Utrip's personalization technology to further those efforts."

About Visit Vacaville

Visit Vacaville is the official destination marketing organization for the City of Vacaville. For information on reservations, activities and more, visit www.visitvacaville.com, or request a travel planner. Visit Vacaville operates a visitor center at 1671 E. Monte Vista Ave. Suite N-110.

About Utrip

Utrip is a data-driven personalization platform and A.I. recommendation engine built specifically for the travel industry. We combine the best of local expertise, human experience and artificial intelligence to make the customer experience easy, enjoyable and personal. Leveraging machine learning and advanced traveler preference data, Utrip enables travel companies, both large and small, to increase conversion rates, ancillary revenue, customer loyalty and engagement. Whether through our white label solution, API recommendation engine or data enrichment, Utrip's technology optimizes your digital experience based on customer preferences, budget, geography and many other relevant factors, sorting through millions of options in seconds. At Utrip, we're empowering our partners to reimagine their customer relationships through every step of the travel lifecycle. For information, please visit www.utripro.com.