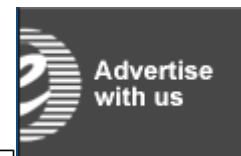
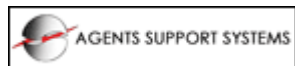




Wednesday, September 20, 2006

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Boosting the Ratio of Lookers to Bookers

Wednesday, September 20, 2006

Multimap, one of the world's leading online mapping providers, today announced the addition of its 'Location Map' service to the global websites of HolidayCity, the world-class online hotel accommodation reservation service. Business travellers and holiday-makers can now find maps for over 9,000 hotels in more than 600 destinations worldwide (across Asia, the Middle East, Australia, New Zealand, Europe, and the US) quickly and easily. The new site enhancement is expected to give people the confidence to complete a booking by showing them exactly where a hotel is, and its proximity to places of interest, e.g., the beach, a particular venue, and tourist attractions.

Commenting on the deal, Lai-Huat Lee, CEO, HolidayCity, said, "There are many reasons behind our choice of Multimap as online mapping partner. Given the breadth of geography that our hotels cover, and the large volumes of traffic on our site, high-quality, comprehensive coverage and robustness of technology were key deciding factors. In addition to Multimap coming up trumps on both these fronts, the company also offers highly competitive pricing, excellent customer support, and a service that our customers find very easy to use. We are pleased with our choice, and feedback from our hotel partners has been very positive indeed!"

To access Multimap's 'Location Map' service only takes a few seconds. Visitors to www.holidaycity.com click on a city/country of interest; click on the locations and then on the individual hotel, and select the 'Location Map' link for the

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particular hotel which they would like to research. Multimap then delivers a content-rich, street-level map, flagging up all the local points of interest, e.g., museums, shopping centers, and transport links, and highlighting the exact location of the hotel of interest with a red circle.

Chris Warrick, Managing Director of Multimap Australasia, said, "Multimap has a long history of working with first-class players in the travel sector around the globe. Our location-based services are the perfect complement to travel web sites as choosing a hotel is largely determined by its location and what's in the surrounding area. We are delighted to welcome HolidayCity to our 1,000-strong portfolio of business clients and are pleased to be working with the team there to provide a valuable and easy-to-use service for holiday makers all around the world."

Source = [Multimap & HolidayCity](#)
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