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Giving consumers confidence to complete a booking

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Online mapping provider Multimap has added its 'Location Map' service to the global websites of HolidayCity, an online hotel accommodation reservation service. (9/15/2006)

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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.

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Lai-Huat Lee, chief executive officer, HolidayCity, said, "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."

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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.

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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 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.

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Forward-looking, relevant and topical, the fourth year of this event promises to be a vital forum for all revenue managers. Case-study, analysis and fresh insight will be delivered by speakers from leading travel companies.

[Sales & Marketing in Travel Europe 2006](#)

The Kempinski Hotel, Berlin, Germany 16-17 October 2006

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Hilton Canary Wharf, London 6-7 November 2006

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together a wide variety of industry experts to outline their strategies to tackle current distribution challenges

[Travel Distribution India 2006](#)

Hyatt Regency, New Delhi 25-26 October 2006

India is a fast growing market. Online travel brands & business formed now could be worth a fortune. If you are in the Indian travel trade or sell to this market then you need to be at this event.

[Sales and Marketing in Travel Latin America 2006](#)

Hotel Emperador, Buenos Aires 27-28 November

The first and only event to focus on the growth of online travel sales and marketing in Latin America

[Revenue Mangement and Pricing in Travel Europe 2006](#)

Marriott, Amsterdam 30 November - 1 December

Europe's leading event for RM and Pricing executives from all sectors of the travel industry

[CRM in Travel USA 2007](#)

Crown Plaza, Union Square, San Francisco 23-24 January 2007

As the industry matures and growth slows down, the key to thriving is an optimized CRM strategy which enables you to build your brand and retain customers. Hear a detailed analysis of CRM in Travel at this inaugural event.

[Travel Distribution Summit Asia 2007](#)

Singapore, March 2007

The Travel Distribution Summit Asia has quickly established itself as Asia's quintessential travel distribution event. The meeting place of senior travel executives in pricing, marketing and technology, makes this event a must for 2007.

[Travel Distribution Summit Europe 2007](#)

Business Design Centre, London 22-23 May 2007

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