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September 15, 2006 | [E-mail article link](#) | [m-Travel.com](#)

## Giving consumers confidence to complete a booking

Online mapping provider Multimap has added its ‘Location Map’ service to the global websites of HolidayCity, an online hotel accommodation reservation service.

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.

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.”

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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Airlines

Visitors to [www.holidaycity.com](http://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. Multimaps 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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Management and increase profitability.

### Travel Distribution Summit North America 2006

Holiday Inn Mart Plaza,  
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Now going into its tenth year the 2006 event will be bigger than ever. With a host of seminars, lively panel debates and in-depth presentations from senior-level executives, you'll learn from the biggest and most profitable travel companies.

### Revenue Management and Pricing in Travel USA 2006

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**EyeforTravel's unique new report is a must for any travel executive involved in online distribution and marketing. The 95 page report provides extensive analysis and data on the best opportunities and latest trends in the TSE market.**

### **Travel Distribution India**

Mumbai 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 in Mumbai this February  
[simon@eyefortravel.com](mailto:simon@eyefortravel.com)**

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