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**IMMEDIATE RELEASE**

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**BOOSTING THE RATIO OF LOOKERS TO BOOKERS; MULTIMAP SIGNPOSTS THE WAY TO OVER 9,000 HOTELS WORLDWIDE ON [www.holidaycity.com](http://www.holidaycity.com)**

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](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'd like to research. Multimap then delivers a content-rich, street-level map, flagging up all the local points of interest, e.g., museums, shopping centres, 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."

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### **About Multimap**

Multimap is one of the world's leading providers of mapping and location-based services. The company delivers more online maps, point-to-point driving directions and geo-spatial ("where's my nearest?") searches to more companies than any other supplier in Europe. All services are offered on mobile, PDA, kiosk, and interactive TV platforms and in multiple languages.

The public website, [www.multimap.com](http://www.multimap.com), provides a range of free, useful services to assist with everyday life. Key features include street-level maps of Europe, USA, Canada, New Zealand and Australia; road maps of the world; door-to-door travel directions; aerial photographs; links to location information; and services such as hotel, restaurant and entertainment booking. The public site attracts over 10 million unique users, registers more than 190 million page impressions every month, and is one of the top 10 most visited websites in the UK.

### **About HolidayCity**

HolidayCity is an internet-based accommodation reservation service, serving worldwide customers through its B2C websites. Presently, HolidayCity offers more than 9,000 hotels in over 600 destinations worldwide. In 2005, HolidayCity recorded more than 190,000 room nights with a transaction value of USD25 million. HolidayCity receives more than 1 million unique visitors monthly.

HolidayCity aspires to be a world-class travel reservation service that offers an easy and fast to use system for both the experienced and first-time users of online room bookings. "HolidayCity...we make it easy!" is the driving force behind each aspect of our operations, from making it easy for our customers to book their rooms, find additional helpful information about their destination on our websites, and to seek assistance from our Customer Service officers.

For more information, please contact:

Hanim Shukor  
Manager  
Marketing and Communications  
Tel: +60 3 83184979 ext 122  
Fax: +60 3 83196101  
Email: [hanim@holidaycity.com](mailto:hanim@holidaycity.com)  
URL: [www.holidaycity.com](http://www.holidaycity.com)  
Media kit URL: [www.holidaycity.com/about/mediakit.html](http://www.holidaycity.com/about/mediakit.html)