



Active Hotels Location Solution Guides Hospitality Web Site

Overview

Country or Region:

United Kingdom

Industry:

Hospitality

Active Hotels, one of Europe's leading online reservations providers to the hotel industry, deployed the Multimap API from Bing Maps for Enterprise on its Web site to help customers make an informed decision about which accommodation provider to select. Users of www.activehotels.com can now view content-rich maps, with zoom in/out functionality, for each of its 60,000-strong pool of accommodation providers across the UK and the world.

Customers enter a location, attraction, postcode, or hotel name on the Active Hotels home page, and Active Hotels, as part of its return, provides an option to view the hotels on a rendered Bing map. This feature delivers a list of suitable hotels on an overview map, pinpointing their respective locations on a detailed, content-rich map of the area, which highlights local services such as places of worship, restaurants, museums, and galleries. The mapping of multiple hotels on one map facilitates the hotel selection and booking process by allowing users to see where hotels are in relation to both each other and to the location entered.

The screenshot shows the Active Hotels website interface. At the top, there's a navigation bar with the Active Hotels logo and a search bar. Below the search bar, there's a breadcrumb trail: Home > United Kingdom > England > Greater London hotels > London. The main content area features a Bing map of London with several hotel locations marked with pins. A pop-up window for a hotel is visible, showing a photo and details. Below the map, there's a list of hotels with their names, room types, and prices. On the right side, there's a sidebar with a 'Call Centre' button and contact information.

Hotel Name	Room Type	Price
1. Haxtley	Doubles	£339.25
2. Country Inns & Suites By Carlson	Singles	£70.00, Doubles: £99.00
3. St Giles Hotel & Leisure Club	Singles	£92.00, Doubles: £92.00
4. Sanderson - A Morans Hotel	Doubles	£304.75
5. mihotel Bloomsbury	Doubles	£266.35
6. Best Western Premier Shaftesbury Hotel	Singles	£109.00, Doubles: £119.00, Larger: £269.00
7. Radisson Edwardian Bloomsbury Street Hotel	Doubles	£189.75
8. Radisson Edwardian Moorbethen Hotel	Singles	£149.50, Doubles: £161.00
9. The Bloomsbury Hotel (Formerly Juxta Great Russell Street)	Doubles	£155.25
10. Grosvenor Hotel Bloomsbury	Singles	£40.00, Doubles: £55.00, Larger: £75.00
11. St James Hotel - B&B	Doubles	£168.00

Active Hotels customers can search and view location details, using the Multimap API from Bing Maps.

For More Information

For Multimap sales inquiries, please call:
+44 (0) 207 632 7700.

Email:
mminform@microsoft.com

For more information about Active Hotels,
visit: www.activehotels.com

“Location is clearly of key importance in the travel industry, and people researching their options want, and increasingly expect, to see exactly where their hotel or B&B is in relation to the beach or city center, for example. Multimap’s rich and accurate maps do this consistently well, and indeed go a step further with their points of interest icons, which represent local services and attractions. In our business, a hotel’s proximity to local tourist attractions in particular is very useful,” said Nick Monaghan, Head of Distribution, Active Hotels.

Bing Maps for Enterprise

Bing Maps for Enterprise is the mapping platform from Microsoft, used by thousands of companies, governments, developers, individuals, and communities around the globe.

For more information, visit:
www.microsoft.com/maps

Software and Services

- Bing Maps for Enterprise