



## Opodo Unveils Stylish New-Look Hotel Service

**London, September 15, 2004.** Opodo, the pan-European online travel service has unveiled its stylish new-look hotel service, with unique features designed to make it even easier to find and book hotel accommodation on the Opodo sites.

The innovative hotels homepage allows customers to search the database of up to 35,000 hotels by choosing a specific destination or hotel name, whilst the new interactive map feature enables customers to pinpoint a hotel's exact location. For those wishing to refine their search even further there is a wide range of optional preferences such as near to city centre, golf range, airport or beach etc, by 'star' rating, or by facilities such as pool, health club, leisure, restaurant etc.

A unique 'highlight and compare' feature allows customers to select up to three different hotels on one page and compare how each measures against their chosen criteria.

As part of the new service, Opodo has also launched the 'Opodo Special' – a selection of individually handpicked hotels in key cities and resorts around the world. This new service allows discerning travellers to pick 'best in class' niche hotels, (from two to five star), comfortable with the knowledge that Opodo Hotel Team has personally checked out each one. So whether customers are looking for a weekend city break, a family holiday or a one-night business trip they will be able to find the hotel that suits them, at a price that suits them.

In a feature unique to the Opodo Hotel service, customers now have the ability to change or modify their booking online simply by entering the email address they specified when booking, and using their Opodo booking confirmation number.

John Ryan, Director of Hotels for Opodo commented, " We carried out extensive customer research to discover what it was travellers were looking for when it came to booking hotel accommodation online. The biggest requests, after choice, were for easier navigation and search criteria, the ability to compare and contrast different

hotels, and the facility to amend bookings online. We provide a wide range of choice with up to 35,000 hotels, from big names to chic boutiques, to choose from. The new 'Opodo Special' hotels gives our customers peace of mind knowing that we have checked out each and every one of them. With this new design we have given our customers more control over searches and displays, making the experience of booking hotel accommodation online with Opodo even more simple and efficient."

New features include:

- 'Opodo Special' – a handpicked selection of 'best in class' 2 to 5 star hotels in a wide range of cities and resorts around the world
- Ability to change or modify bookings online
- Interactive map using Multimap technology, allowing customers to select a destination or even show the map location of a specific hotel
- Unique 'highlight and compare' facility to review the criteria of up to three hotels on one page
- Wide range of additional search criteria including: Price range (To and From), star rating, hotel type and facilities
- Email a friend facility
- New, fully updated content, localised to each market

Ends

## **Notes to editors**

### **About Opodo**

Opodo addresses the real needs of today's traveller by offering an unbiased and competitively priced online travel service for world travel, with access to flights from over 400 airlines, 35,000 hotel properties, charter flights, package holidays, city breaks, and a worldwide fleet of hire cars, as well as comprehensive travel insurance and airport parking.

Opodo launched its first site ([www.opodo.de](http://www.opodo.de)) in Germany in November 2001, its UK site ([www.opodo.co.uk](http://www.opodo.co.uk)) in January and its French site ([www.opodo.fr](http://www.opodo.fr)) in April 2002.

Opodo is owned by travel technology company Amadeus and by nine of Europe's leading airlines - Aer Lingus, Air France, Alitalia, Austrian Airlines, British Airways, Finnair, Iberia, KLM and Lufthansa.

For more information please go to [www.opodo.co.uk](http://www.opodo.co.uk)