

## HOW FAR IS YOUR HOTEL?



ONLINE travel portal MakeMyTrip has launched a Distance-Meter tool to help travellers make their hotel selections. The tool helps users determine the distance between

a particular location and different hotels in the city. The feature is currently available for all major cities in the country like Delhi, Mumbai, Kolkata, Hyderabad, Bangalore, Chennai and Ahmedabad. The company claims the Distance-Meter is already the most used tool in its hotels section, with a fifth of the visitors employing it to assist their hotel search and booking. The tool was based on a user study across four metropolitan cities.