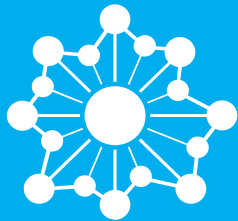
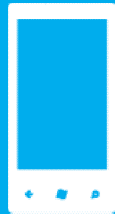


# Lookers to Bookers

# Bing Maps Platform Overview



Web APIs



Mobile APIs



Windows Store Apps



Web Services



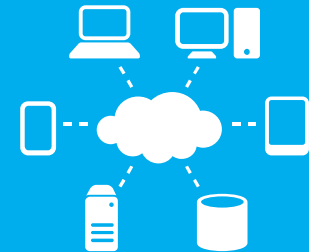
Designed for  
Enterprise



Global Coverage



Multiple Device  
Support



Cloud Based Service

# What We Hear

Drive  
Revenue

Increase  
Conversion Rates –  
“lookers to  
bookers”

Enhanced  
Experience



Maintain Loyalty

Better Mapping  
Experience

How ?

# Simplicity



Easy to use for the consumer and Easy to Manage by the provider

The screenshot displays the Avios website's search interface. At the top, there is a navigation bar with the Avios logo, a 'Help' link, a 'Your basket' icon, and input fields for 'Enter username' and 'Enter password', followed by a 'LOG IN' button and a 'Forgotten your details?' link. Below this is a main menu with 'HOME' (Begin your journey), 'COLLECT' (Pick up Avios), 'SPEND' (Use your Avios), and 'ABOUT US' (All about Avios). A 'JOIN NOW' button with the text 'New here? Sign up today' is also present.

The main content area features a 'Spend' link and a heading 'Explore our Avios Zones'. A search box asks 'Where can I go with Avios?' and shows 'Showing: 177 destinations'. A map of Europe is displayed with various cities marked with numbered pins. A pop-up window titled '3 DESTINATIONS' lists Geneva, Chambéry, and Turin. A sidebar on the left contains filters: 'FIND FLIGHTS FOR' (1 Adult travelling from London, Economy class, Return/One way options), 'FILTER BY PRICE' (Prices up to... 300000 Avios, Choose Zone, Show Reward Flight Saver destinations only), and a 'Quick City Search' field. Buttons for 'Reset', 'Help', and 'UPDATE' are also visible.

# Accuracy

The screenshot shows the Visit Scotland website interface. At the top left is the Visit Scotland logo with the tagline "Scotland's National Tourism Organisation" and "Buidheann Turasachd Nàiseanta na h-Alba". To the right are social media icons for Facebook, Twitter, YouTube, and another Facebook icon, with the text "connect with us". Below this is a purple navigation bar with five main categories: "Things to do" (Attractions, Activities, Events), "About Scotland" (Facts about Scotland), "Accommodation" (Search & Book), "Scotland's Regions" (Regions of Scotland), and "Travel" (To & Around Scotland, Weather). A breadcrumb trail indicates "You are here: Home > Scotland's Regions". The main content area features a map of Scotland with red location pins. A purple overlay box on the right of the map is titled "Select Region to find out more" and has a dropdown menu set to "Edinburgh & The Lothians". Below the dropdown are three radio button options: "Cities, Towns & Villages", "Visitor Information Centres", and "Accommodation, Events & Things to do".



Information needs to be accurate and easily accessible

# Accessibility

Practical Mapping to provide relevance and choice



you are here > [what to do](#) > [dartmoor walking](#) > wayfinder

## wayfinder

### The Two Museums Walk - Linear walk - 5 miles

Grade

Easy to Moderate

Type

Walk

Description

Two Museums Walk – Linear walk – 5 miles The Two Museums Walk starts from the National Trust's Finch Foundry property, which still has working water wheels – remnants of the former business which made agricultural hand tools. Following wooded riverside paths, the route meanders to Belstone, and onwards to Okehampton, ending at the fascinating Museum of Dartmoor Life. The route is mainly on wooded and riverside tracks, with some sections along country lanes. There are some short climbs and descents, and the path rises and falls with the river – the route can be wet and muddy after prolonged rain.

> [Export this Way Finder as GPX](#)

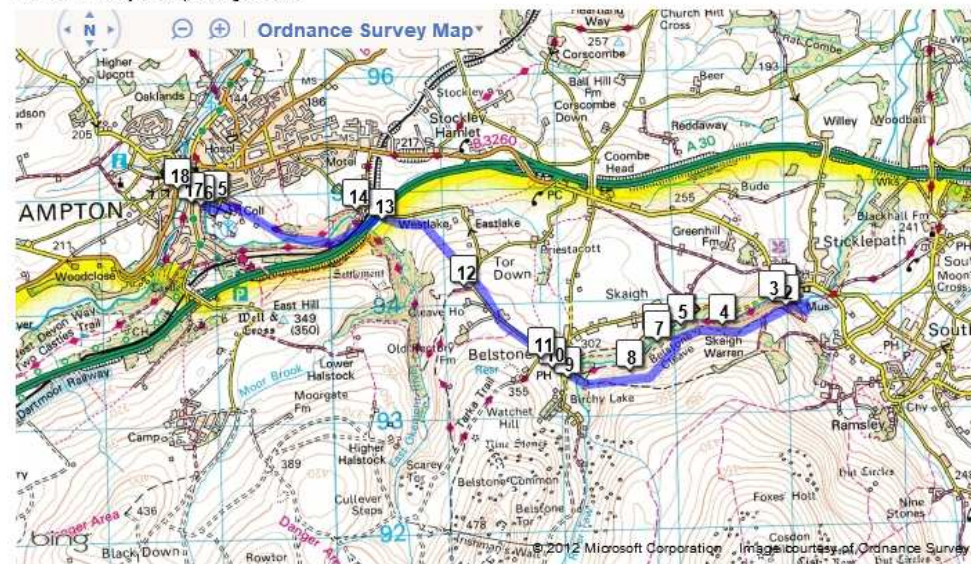
> [Print Preview Way Finder](#)

Card

> [Print Way Finder Card](#)

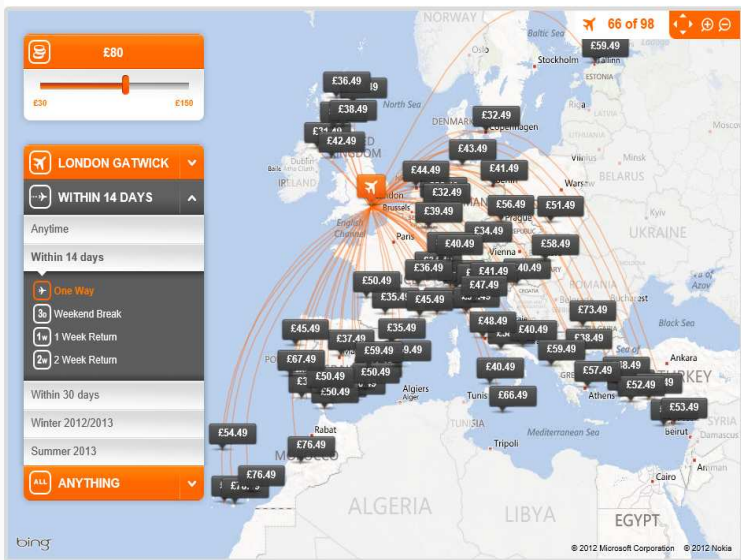
> [Back to Okehampton](#)

[Countryside Walks - East](#)



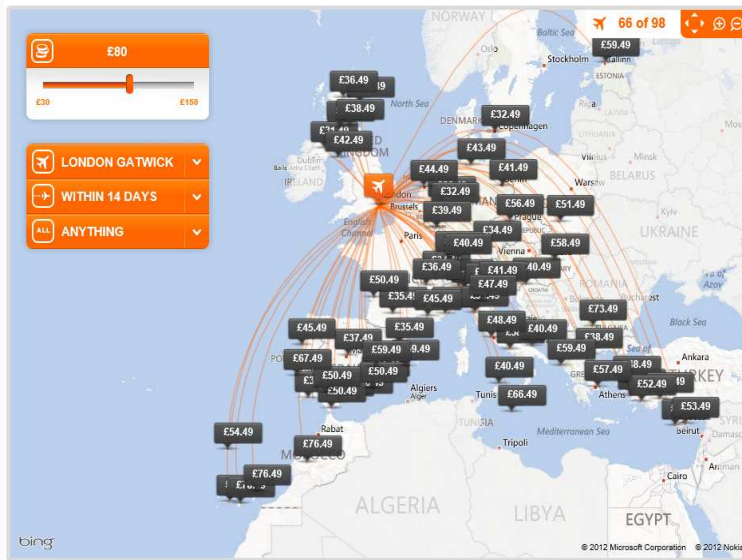
# Choice

## INSPIRE ME Get ideas on where to go, whatever your budget.



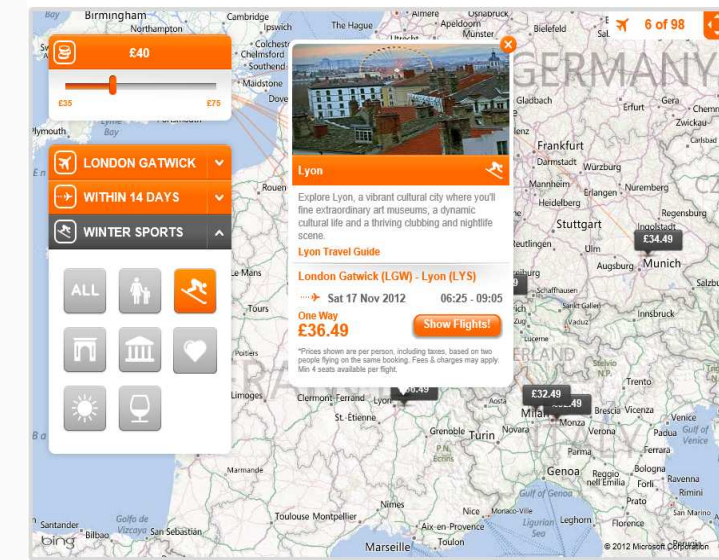
Customers Seek Variety

## INSPIRE ME Get ideas on where to go, whatever your budget.

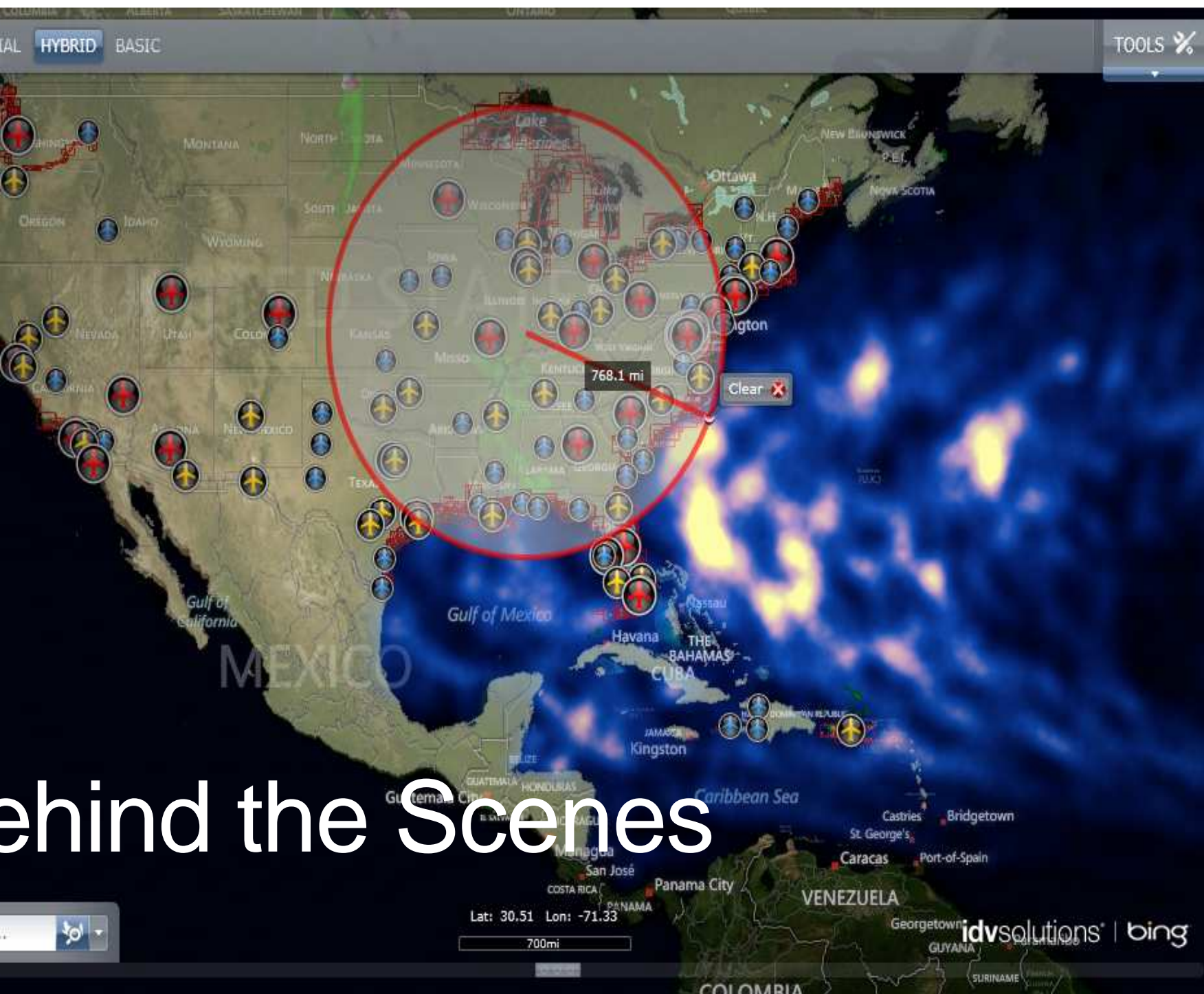


Customers Seek Flexibility

## INSPIRE ME Get ideas on where to go, whatever your budget.



Customers Seek More



TOOLS ✂

FEEDS DETAILS

### RESULTS

**SELECTED AIRPORTS**  
 Count: 53  
 Total Boardings: 313,614,682

**PASSENGERS**  
 Large career: 77%  
 Commuter: 5%

**CONGESTION**  
 Uncongested: 57%  
 Moderate: 30%  
 Severe: 13%

**USE**  
 Civilian: 81%  
 Military: 0%  
 Dual: 19%

**HUB SIZE**  
 Large: 25%  
 Medium: 34%  
 Small: 42%

# Behind the Scenes

Lat: 30.51 Lon: -71.33

700mi

idvsolutions | bing

# Changing the landscape



# British Airways



## Madrid



These are the lowest adult round-trip prices, including taxes and surcharges available in this period, based on a 7 day round trip journey.



### Madrid

Make your first trip to Madrid a whirlwind tour of the Austrias district's imperial palaces and squares and the Prado Museum's world-class art collection. You'll be tempted back by upscale shopping in the elegant Salamanca area, lazy Sundays in the old-world Latina district's bars and Madrid's famously noisy nightlife.



**Madrid Perfect Day**  
By Alexandra von Puttkamer  
“ Tips from a local food lover. ”

**Madrid**  
from **£99** return

Des

Bridgetown

from £616 return

Perfect D

# National Rail Enquiries

## ← London Waterloo East

to all stations ↻

⚠ London-bound trains through Tonbridge are being delayed by up to 15 minutes. More details are available from the Service Disruption page.

Departing ▾

Updated 15:41

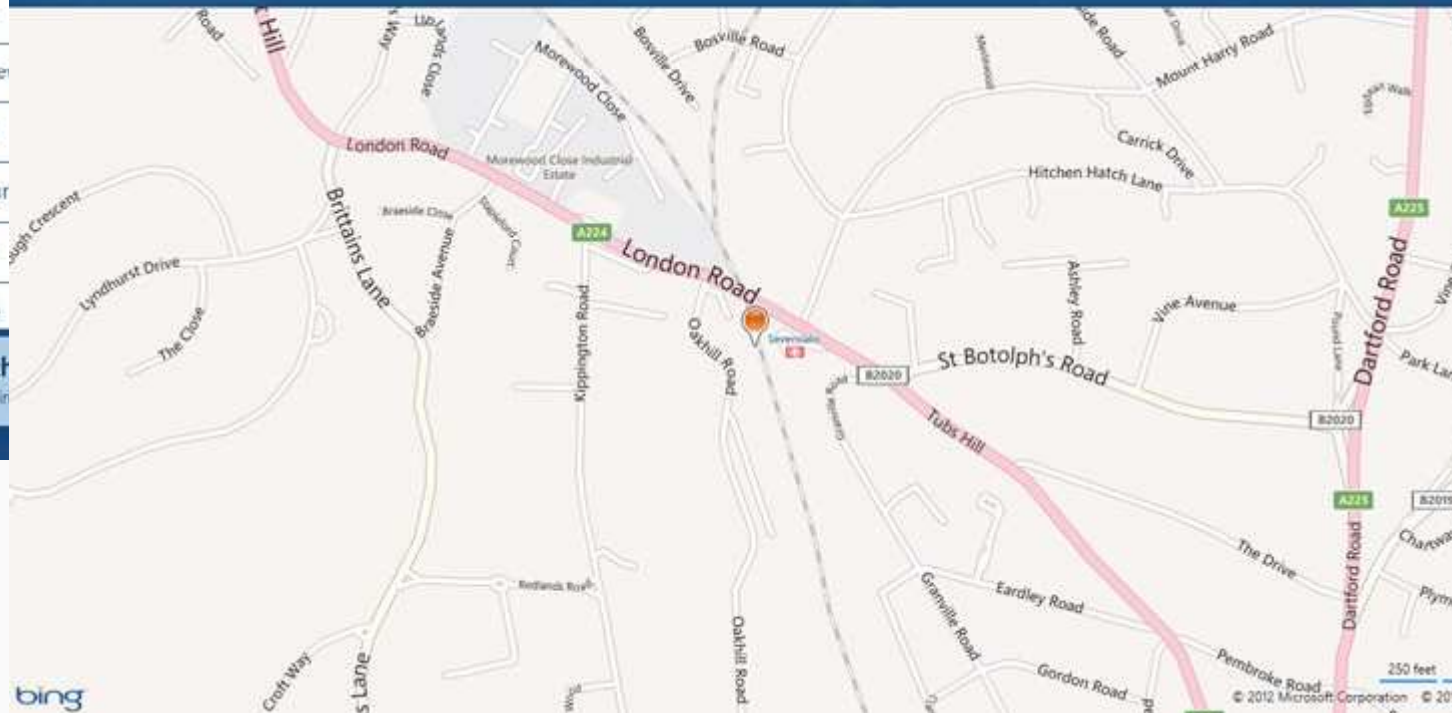
Station info

Contact Information

- 15:30 London Charing Cross
- 15:33 Tunbridge Wells via Tonbridge
- 15:40 London Charing Cross
- 15:42 Gillingham (Kent) via Leamington
- 15:43 London Charing Cross
- 15:43 Ramsgate via Canterbury
- 15:46 London Charing Cross
- 15:48 Hastings via Tonbridge

**Get fares and alerts for this route**  
Click here to visit the National Rail Enquiries website

## ← Sevenoaks



National Rail Enquiries

# Q & A

Vikas Arora, UK Bing Maps SSP

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