

**Press release**

FOR IMMEDIATE RELEASE

Monday 7 September 2015

## **AM:PM adds new mapping features to hotel database**

### **Range of enhancements designed to further enhance mapping functionality**

**Aberfeldy, Perthshire, UK** (7 September 2015) – AM:PM Hotels has added a number of significant new mapping features to the AM:PM Hotel Database, the leading online source of hotel supply data for the UK & Ireland with details of over 24,000 hotels and 1 million rooms covering the past, present and future of hotel supply.

The latest enhancements allow clients to:

- cluster map markers based on hotel or room density
- create, edit and shade polygon shapes on maps
- switch from standard markers to hotel logos
- calculate drive time distance and directions between two points
- overlay maps with local authority boundaries
- overlap maps with major transportation links and hubs
- update markers on the move with continuous map scrolling
- sort marker numbers by name, distance, grading or rooms
- update map legends for edited markers
- drag and move map legends on screen view

Alan Gordon, director of AM:PM commented: “These latest enhancements to the AM:PM Hotel Database are designed to deliver further benefits and competitive advantages for our clients. When we first launched our online hotel database in 2011, it was a pioneering source of market intelligence for the industry in the UK & Ireland. Since then, we have regularly made enhancements to extend the scope of data covered and increase its practical features and functionality.”

“We have always strongly believed in continual product reinvestment and a genuine service focus to deliver products that anticipate the needs of our clients and we are confident these new features will be well received. We now look forward to finalising further improvements to the AM:PM Hotel Database scheduled for release later in 2015 and to progressing wider plans for further significant product investment during 2016.”

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## **Notes to Editors**

### **About AM:PM**

AM:PM are a leading source of online market intelligence on the UK & Ireland hotel industry. We maintain extensive data relating to hotel supply to help clients gain a comprehensive and unrivalled understanding of the size and structure of the hotel industry, including latest key trends.

We offer a suite of subscription-based online products that allow clients to search, analyse and benchmark the hotel sector. This includes access to a unique hotel database featuring interactive mapping functionality with details of over one million rooms covering the past, present and future hotel supply throughout the UK & Ireland.

For further information on AM:PM, please visit [www.ampmhotels.com](http://www.ampmhotels.com) or contact:

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