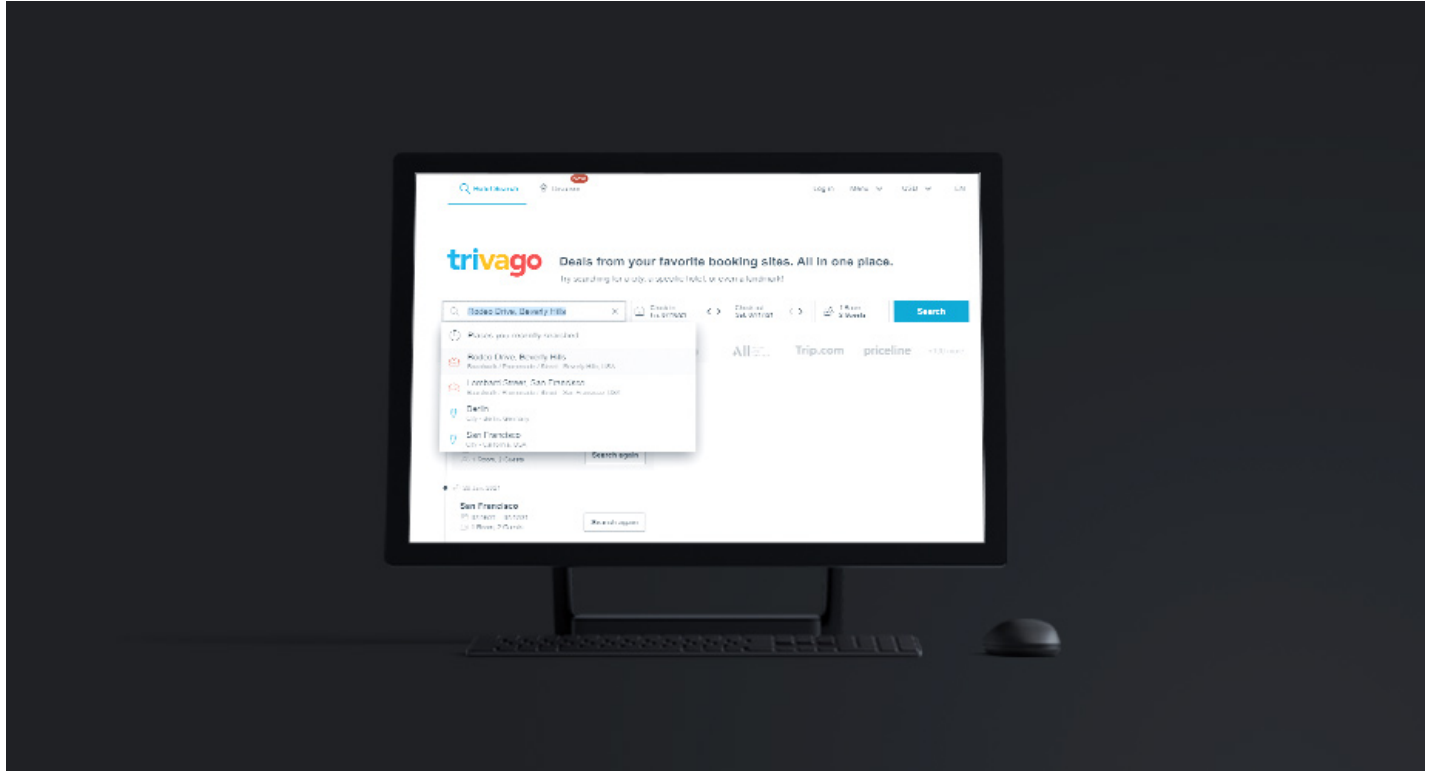


## TomTom to Provide Geocoding for Hotel Search Platform trivago

June 29, 2018



**Amsterdam, The Netherlands, June 29, 2018** TomTom ([TOM2](#)) has been chosen by the global hotel search platform, [trivago](#), to be one of their geocoding providers, in order to create a better user experience. The agreement will see [TomTom Online Search API](#) being used to improve address geocoding in trivago's hotel and accommodation database, allowing people to seamlessly search for an address, business or place, easily integrating location search into an application.

Anders Truelsen, Managing Director, TomTom Enterprise, said: "Because TomTom offers a personal approach to delivering high quality Maps APIs, companies like trivago trust us when they're developing their backend applications."

"TomTom geocoding services provide us with the ability to geocode large amounts, and various types, of hotel and accommodation addresses worldwide – which is particularly useful at the moment, as we are in the process of onboarding a sizeable volume of alternative accommodation properties. This is essential for us, in order to ensure an optimal lead time and guarantee the best quality connections between destinations and hotels," says Romain Beget, Data Products Lead at trivago.

Developers can easily get going with TomTom Maps APIs, a full suite of location services on TomTom's self-service developer portal: <https://developer.tomtom.com/tomtom-maps-apis-developers>.

**ENDS**

### About TomTom

TomTom created the easy-to-use navigation device, one of the most influential inventions of all time. Since then, we have grown from a start-up, into a global technology company. We design and develop innovative navigation products, software and services, that power hundreds of millions of applications across the globe. This includes industry-leading location-based and mapmaking technologies, embedded automotive navigation solutions; portable navigation devices and apps, and the most advanced telematics fleet management and connected car services.

Combining our own R&D expertise with business and technology partnerships, we continue to shape the future, leading the way with autonomous driving, smart mobility and smarter cities. Headquartered in Amsterdam with offices in 37 countries, we offer advanced digital maps that cover 142 countries, and our hyper-detailed and real-time TomTom Traffic information service reaches more than five billion people in 69 countries. [www.tomtom.com](http://www.tomtom.com)