

NaCesty.cz

Globema serves as an advisor while implementing Google Maps services. Also serves as technical support.

The challenge

NaCesty's focus has always been on offering better services than those of their competitors – so the company set itself the goal of solving the problem of difficult and time-consuming access to an airport handling flights in our chosen, often distant, destination. To achieve this, the company needed, among other things, a map platform with which to search for and show the best departure airports.

The solution

We helped NaCesty with Google Maps Platform implementation and optimization.

The results

Thanks to the implementation of Google Maps, the number of customers choosing the services offered by NaCesty has increased. Additionally, 25% of the website users started using the connections recommended by the website, which significantly reduced the working time of the company's telephone consultants.

“Using Google Maps, we've built a website that makes it simple for customers to choose the best vacation destinations and hotels. They also get help selecting the most convenient departure airports. People don't want booking vacation travel to be stressful. With Google Maps, we've been able to make it an easy and enjoyable experience.”

Václav Uher, Co-founder and managing director, NaCesty.cz



About nacesty.cz s.r.o.

NaCesty, one of the largest Czech tourist search engines, is well prepared for the holiday season (both winter and summer). The company decided to use Google Maps to make its services more attractive and stand out from the competition.

Industry: Tourism & Leisure

Primary project location: Czech Republic



About GLOBEMA SP Z O O

Globema is a leading software integrator. We are Google Maps Premier Partner for 7 years in a row! We received location-based services specialization.



Products

Google Maps Platform