



BOOKING HOLDINGS

## New KAYAK Guides Help You Find Your One in a Billion Trip

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### Users Can Now Create and Share Customized Itineraries Based on Interests and Passion Points

STAMFORD, Conn., Nov. 5, 2019 /PRNewswire/ -- You've picked your destination, booked your flights and have your calendar marked. But then comes the most daunting task of all: mapping out your perfect itinerary.



A simple Internet search yields thousands of results, and everyone and their editor has an opinion on the hottest restaurants in-town, coolest bars and must-see attractions. In New York City alone, there are 26K+ restaurants and bars, 600+ hotels and 100s of top attractions.

When there are *literally* endless options, the best way to find the right ones is a recommendation from someone you know and trust. KAYAK Guides is a new feature that allows users to create and share personalized travel itineraries with friends, family and fellow travelers. With KAYAK Guides, you can:

- Keep track of memorable places and add notes during your trip (to remind you later that that macadamia nut latte was, in fact, worth the detour)
- Create visual, custom travel itineraries and plan your activities using an interactive map
- Share your travel experiences with friends and family when you get home

Guides bring destinations to life through different perspectives. Your Grandpa's Guide to NYC looks a lot different than your tween sister's Guide. To launch the new feature, KAYAK rounded up iconic unique perspectives of New York City, its most searched for destination this fall. Introducing...

- [Chris Noth's Guide to Art & Culture in NYC](#)
- [Hilaria Baldwin's Guide to Exploring NYC with Kids](#)
- [Betches' Guide to Manhattan](#)
- [Tinder's Guide to the Best Date Spots in NYC](#)
- [Master Distiller Jake Sawabini's Guide To NYC's Best Cocktail Neighborhoods](#)
- [SubwayCreatures' Most Interesting Places in the NYC Subway](#)

"We wanted to make personalizing your travel recommendations more visual and interactive, so we built our own solution: KAYAK Guides," said Vanessa Kafka, KAYAK's VP of Product. "This is only the beginning for Guides - in the near future, travelers will be able to search within Guides for specific locations, themes and more."

Visit [KAYAK.com](http://KAYAK.com), create a user profile and head to "Your Guides" to start building your KAYAK Guide and then share it with your friends and family.

#### About KAYAK

KAYAK, part of Booking Holdings (NASDAQ: BKNG), is the world's leading travel search engine. With more than two billion queries across our websites and apps a year, we help people find the perfect flight, hotel, rental car, cruise, or vacation package. For more information, visit [www.KAYAK.com](http://www.KAYAK.com).

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