Map API options:

Google API :
- Costs money
- Easiest to use
- Is most known by wide users

Open street maps API :
- Free to use
- Easy to transform coordinates into map data
- Accepts wide array of coding languages

Tom Tom API:
- Complicated map (might be confusing)
- Easy integration
- Has free plan but unclear difference between paid and free to use

Map bo API :
- Uses AI to auto update
- Has a 3D option
- free to use

Map tiler API :
- Most versatile
- Expensive although has free version
- Many different UI appearances so could allow customization.

choice :
I believe that google maps is the best paid version and open street maps is the best free to use API. For these projects where costs should be kept low I believe our best choice would be Open street maps as it will fit seamlessly into our project and wont have an overly confusing map (making it easy to use for less tech literate clients).

Link to open street maps : https://www.openstreetmap.org/#map=5/54.91/-3.43