**City page**
By using a bit of a different style than the other pages, I'm trying to make the city-pages more feel like micro-sites, that can also be used by that. This way it has the ability to find a broader audience. And that way make more bookings.

**Header**
By using a different designed header as the other pages, I want to make the city page more important in the process of searching for the perfect accommodation.
By already using a background image, but not moving away from the style (blue), it already gives a first mood-impression to the user.

**Best … hotel**
By convincing the user with our lowest prices and huge database of reviews, we show them these hotels. This way I can give them the possibility to browse through the hotels in the specific city and discover all the different type of hotels that we have. By using icons it gives it the visual touch that it needs.

**USPs**
By breaking the different elements with USPs we keep reminding the user that we offer the best price guaranteed and other.

**Map view**
I'm using a big, wide map where the user can view all the hotels/apartments/villas and already filter on price as well. This way it is easier to for example book a hotel close to beach, or rather close to the airport.

**Hotels/Apartments/Villas**
user who already know in what kind of accommodation they want to stay, but prefer to browse instead of search, can click on these links. This way we don't 'force' the user into searching.