Addition in kayak.com

1. Comparing flights ,hotels etc can be increased to well known sites or should be editable to gain trust that we provide best deal in the market.
2. In cars booking section according to the location the interface and photos of the cars should be changed
3. Comparison with popular car rental services should be provided.
4. Reviews of the customers should be given right below the hotel booking page

NEW INNOVATIONS

1. Bus booking services can be added.
2. Interface can be made simple
3. Time to time gift cards promotional offers should be available.