



TheiGroup Announces Partnership With LateRooms

Bournemouth, Dorset (PRWEB) November 10th 2008 – TheiGroup has announced a strategic partnership with LateRooms.com, a leading provider of discount hotel deals nationwide in the UK.

This latest move comes as part of plans to add further relevant verticals to the service. The hotels functionality is to be followed by several new exciting features to be launched in the next 18 months. The hotel search functionality allows users to search the country (or international) special offers on hotel rooms brokered by LateRooms, also featuring filters such as star rating, price and guest rating.

TheiGroup founder Matt Skerrett commented “We all use LateRooms on our travels quite regularly, so we didn’t think twice when invited to become a partner, now all our users can benefit from the greatly reduced hotel prices they offer every day. We are very pleased with the look and feel of the hotel search facility and it has already saved us 50% off the hotel list price on a trip to Ireland booking via LateRooms.”

TheiGroup has seen it’s UK network of local business directories go from strength to strength in 2008. The group, now in it’s fifth year and now serving over 1m users a month, has expanded from the original iDorset to now cover over 40 counties throughout the UK, providing it’s users with an ever increasing list of innovative features such as clear and simple information, opening times, map directions and direct contact with businesses.

Visitors wishing to see the TheiGroup’s portfolio of local directories should visit <http://www.theigroup.co.uk> and visit your local i-directory to test out the new hotel deal search.

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