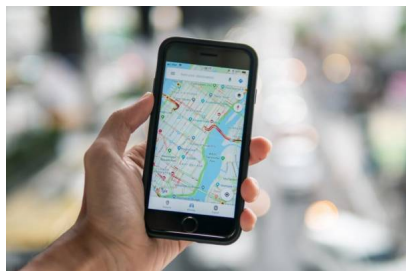


NEW GOOGLE MAPS FEATURES SLOWED BY E.U. REGULATORY HURDLES



Google Maps has recently introduced updates to make summer travel easier and personalize trips. The aim is to inspire users by sharing travel recommendations and addresses that guides have recommended. New Google Map features have been updated.

Google Maps is conducting a global experiment in nearly 40 cities across the U.S. and Canada. **The new Google Maps features allow users to discover and save lists of sites they love, such as expert-picked restaurants** from The Infatuation, travel guides from Lonely Planet, 36-hour itineraries from The New York Times, and guides to the best new restaurants from OpenTable. Users can save their favorite lists and share them with friends. The Maps community will highlight some of the best lists in the coming months. However, these new Google Maps features are currently unavailable to internet users outside the U.S. and Canada. Still, they are expected to launch in Europe if the North American trial run proves successful.

European Union Clamps Maps

Google has been attempting to advance its presence in mobility for the past few years, primarily through its mapping service. However, various technological, economic, and regulatory hurdles are slowing its progress.

The European Union has mandated that the group modify its Maps tool to comply with the Digital Markets Act (DMA), which came into effect on March 7, 2024. The DMA aims to protect competition by requiring Google to alter its tools to avoid promoting its own services. Consequently, Google Maps is no longer directly accessible from Google. **Google explains in a press release that it has also eliminated some features from the search results page, such as Google Flights.**

Google also Uses AI to Advise Travelers

The tech giant from California is still working on positioning itself as a travel companion. If you opt into the Search Generative Experience (SGE) and ask for something like "plan me a 2-day history trip to Philadelphia," you will receive suggestions for attractions, restaurants, and an overview of flight and hotel options. This service is available in the United States and is available in English only. You can also export these travel ideas to Gmail, Docs, or Maps. Google recently provided more details about this in a post.

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