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Vodafone launches #ukhols Twitter/Google Maps mashup

Tell them where you're going on holiday

by Duncan Geere published on 12 June 2009

Vodafone has launched a Google Maps/Twitter mashup that allows Brits to post where they're going on holiday this summer. It's an attempt to make more of a fuss out of the fact that the company is abolishing roaming charges for the summer.

They've asked Twitter users to tweet their age, sex, the first half of their postcode, their holiday destination and then the hashtag #ukhols. The tweets are then plotted on a Google map at ukholsmap.com, with a line connecting your home and destination.

The map was produced by developer Ben Marsh, who created the #uksnow mashup earlier this year, and the "National Work From Home Day" map.

