

Top reviews for Asian hotels!

SYDNEY 19 December 2003 – Online accommodation provider, HotelClub.com (<http://www.HotelClub.com>) has released the second instalment of its consumer hotel survey this month. Once again Asian hotels have overall rated higher than their star rating according to over 3,000 hotel guests surveyed by HotelClub.com in the past six months.

Consumers are asked to rate the properties on a one to five scale based on cleanliness, facilities, service, location and price; they also have free text where they can comment on any aspect of their booking although this information does not influence the rating. These results are then published online at www.HotelClub.com on each hotel's page.

HotelClub.com features hotels throughout Hong Kong, Singapore, Thailand, Malaysia, South Korea, Japan, Macau, Vietnam and Indonesia.

In good news for the budget conscious traveller, the standard of Asian two and three star hotels has increased greatly according to these results. Consumer ratings are based on five key criteria – cleanliness, facilities, service, location and price and each property can score a maximum rating of 5. The average consumer rating for two star properties is 3.8 and for three star 4.4 and for four star hotels is 4.2. With an increased expectation in the five star categories consumer ratings are inline with industry expectations and ratings.

“Asian hotels have again reported strong results, and with the market becoming increasingly more educated in regards to standards and their expectations, this is a great achievement.

“The standout performers were the two and three star properties, in some cases being rated as high as 4.5 by guests.

“This survey is the largest one conducted in Asia and provides great feedback for properties in relation to all aspects of their services and facilities offered to guests” said Ms Chloe Lim, Director of Marketing – HotelClub.com.

All users who have booked and stayed in a property via HotelClub.com are emailed the ‘Rate a Hotel’ review form upon checkout. Alternatively HotelClub.com members can elect to review hotels through their Member Account. The results are then used to provide independent advice to assist future guests’ purchasing decisions.

HotelClub.com offers close to 7,000 accommodation varieties (two to five star) in 1,000 cities and 35 countries worldwide.

Quality of hotels as ranked by guests	
1 & 2 Star hotels <ol style="list-style-type: none"> 1. Location 2. Pricing 3. Cleanliness 4. Service 5. Facilities 	3 Star hotels <ol style="list-style-type: none"> 1. Location 2. Service 3. Cleanliness 4. Pricing 5. Facilities
4 Star Hotels <ol style="list-style-type: none"> 1. Cleanliness 2. Service 3. Location 4. Pricing 5. Facilities 	5 Star Hotels <ol style="list-style-type: none"> 1. Cleanliness 2. Facilities 3. Service 4. Facilities 5. Pricing

Source: www.HotelClub.com Consumer Survey

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About Flairview Travel

Flairview Travel Pty Ltd is a world leading global accommodation e-wholesaler and specialist distributor of hotel room inventory over the Internet. Flairview Travel was established in 1995 and has since held the position of Asia Pacific's leading online accommodation provider. The company operates two websites – HotelClub.com (www.HotelClub.com) and RatesToGo.com (www.RatesToGo.com). Flairview Travel is recognised as one of the few highly successful and profitable e-commerce businesses - experiencing up to 500% year on year growth since 1999. Flairview Travel has expanded operations beyond Asia Pacific, opening offices in 2001 throughout Europe and in North America in 2003. Flairview Travel currently operates ten offices worldwide in Australia, France, Germany, Hong Kong, Italy, Russia, Spain, Switzerland, the United Kingdom, the United States.

About HotelClub.com

HotelClub.com (www.HotelClub.com) is a full service website offering hotel bookings for up to 12 months in advance. It offers users the choice of over 7,000 hotels – at savings of up to 60% – in 35 countries and 1,000 cities worldwide. HotelClub.com is available in seven languages – Chinese, English, French, German, Italian, Japanese and Spanish.