

## Hong Kong is the Destination to Celebrate Chinese New Year!

**SYDNEY 28 February 2006** – Hong Kong is the place to celebrate and welcome Chinese New Year according to leading online accommodation provider, HotelClub ([www.HotelClub.com](http://www.HotelClub.com)). Bookings over the 2006 Chinese New Year period increased by 47% from Taiwanese customers, 37% from Chinese customers and 18% from Hong Kong customers<sup>^</sup>.

Chinese New Year or The Spring Festival, is the most popular and important of Chinese holidays. It is a time of prosperity, family, tradition, and good will and celebration over 15 days. While the majority of the holiday is observed in the first 3 or 4 days of the New Year, the next 10 days of the year are all part of the festival, however most use this time to visit friends. During this time, many Chinese people take trips to the city or province where they were born\*.

Domestic and inter-Asia destinations have been favoured by customers due to their cultural links and their proximity, with an estimated growth rate of almost 17% (for Taiwanese customers)<sup>#</sup>. The growth in bookings from Hong Kong is in line with industry trends, with the growth in the bookings from the Chinese market reflecting the increasing demand from Chinese customers for all things travel.<sup>@</sup> During the Chinese New Year Festival for 2006 customers from Taiwan, Hong Kong and China travelled to a variety of cities throughout the Asia-Pacific region and key international cities including London and Paris.

| <b>Most Popular Destinations for Chinese New Year 2005/2006 for Taiwan customers</b> | <b>Most Popular Destinations for Chinese New Year 2005/2006 for Hong Kong customers</b> | <b>Most Popular Destinations for Chinese New Year 2005/2006 for Chinese customers</b> |
|--|---|---|
| Hong Kong  | Hong Kong   | Hong Kong   |
| Bangkok, Thailand  | Sydney, Australia   | Sydney, Australia   |
| Sydney, Australia  | Bangkok, Thailand   | Bangkok, Thailand   |
| Paris, France  | London, United Kingdom  | Melbourne, Australia  |
| Melbourne, Australia   | Singapore   | Cairns, Australia   |
| San Francisco, USA   | Cairns, Australia   | Gold Coast, Australia   |
| London, United Kingdom   | Rome, Italy   | Paris, France   |
| Madrid, Spain  | Melbourne, Australia  | Singapore   |
| Barcelona, Spain   | Queenstown, New Zealand   | Brisbane, Australia   |
| Singapore  | Macau   | Kuala Lumpur, Malaysia  |

<sup>^</sup>Source: [www.HotelClub.com](http://www.HotelClub.com) bookings

“Traditionally Chinese New year is usually the time for family reunion. Our customer bookings and industry trend show that today more and more people are travelling overseas to celebrate and relax after a year of hard work,” said Chloe Lim, Director of Sales and Marketing, HotelClub.

HotelClub offers over to 20,000 hotel accommodation choices in 2,200 cities and 97 countries worldwide, including over 850 hotels and apartments in throughout Hong Kong, Taiwan and China and over 2,500 hotels throughout the Asia Pacific Region.

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\* **Source:** www.chinawestexchange.com

# **Source:** Euromonitors – Taiwan Travel & Tourism Report – April 2005

@ **Source:** Euromonitors – China Travel & Tourism Reports – May 2005

^ **Source:** www.HotelClub.com customer bookings

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**About HotelClub.com**

HotelClub ([www.HotelClub.com.au](http://www.HotelClub.com.au)) is a global accommodation specialist website offering hotel bookings for up to 12 months in advance. It offers users the choice of over 20,000 hotels – at savings of up to 60% – in 97 countries and 2,200 cities worldwide. HotelClub is available in nine languages – Chinese, English, French, German, Italian, Japanese, Korean, Portuguese and Spanish. HotelClub is a truly global website offering its customers access through country specific sites in 10 countries including HotelClub.com, HotelClub.com.au, HotelClub.de, HotelClub.fr, HotelClub.it, HotelClub.es and HotelClub.co.uk. HotelClub is operated by Flairview Travel a wholly owned subsidiary of Cendant Corporation's (NYSE: CD) Travel Distribution Services Division, is one of the world's largest and most geographically diverse collections of travel brands and distribution businesses.

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