

Australians are Creatures of Habit! HotelClub.com.au Reveals Its Report on 2007!

SYDNEY, 10 JANUARY 2008 – Australians are creatures of habit when taking their annual break over the Christmas/New Year Period according to HotelClub.com.au, leading online accommodation specialist website.

Based on bookings by HotelClub.com.au customers, Aussies love their sunburnt country! 69% of customers opted to take their holidays domestically this year^ (down 3% when compared with 2006 bookings). The top domestic destinations for the Christmas/New Year period* are:

1. Sydney
2. Melbourne
3. Gold Coast
4. Perth
5. Brisbane
6. Adelaide
7. Hobart
8. Cairns
9. Darwin
10. Canberra

Sydney, Melbourne and the Gold Coast are the top 3 ranking domestic destinations over the last 3 Xmas/New Year periods. Perth has grown in favour and our love for the top end and outback has grown with Darwin jumping into the top 10. Cairns and the Sunshine Coast appear to have lost some popularity with Cairns dropping two places down to 8th and the Sunshine Coast is out of the top 10 in 13th.

With 31% of Australians opting for international holidays, we cannot go past the magic of Asia with Asian destinations taking out the top 3 destinations. Thailand, further enhances its status as the top destination in Asia (based on HotelClub.com's Best Hotels & Resorts Asian survey conducted in 2006) taking out two places in the top 10. The top international destinations for the Christmas/New Year period* 2007/2008 are:

1. Hong Kong
2. Bangkok, Thailand
3. Singapore
4. Paris, France
5. Auckland, NZ
6. Christchurch, NZ
7. Rome, Italy
8. London, UK
9. Kuala Lumpur, Malaysia
10. Phuket, Thailand

Thailand has ranked consistently as the top international destination for HotelClub.com.au's Australian customers. This can be attributed to the strong value of the Australian Dollar, the

culture and people of Thailand, combined with its natural beauty. Thailand also ranks highly as the 2nd most popular international destination booked by Aussies throughout 2007, following hot on the heels of New Zealand.

HotelClub.com.au also reports a 14% increase in bookings for 2007 (when compared to 2006)^. Other trends for 2007 that HotelClub.com.au identified include: an average booking is 2.5 nights duration, an increase in spend on bookings and a preference for four & five star hotels.

Additionally as part of the annual HotelClub Hotel Awards, HotelClub.com.au named the Top 3 Hotels in Australia as Crown Towers, Melbourne, Hilton Sydney, and Marriott Surfers Paradise Resort & Spa. The HotelClub Awards were presented in August 2007, and are a result of an online consumer poll to find the Best Hotels & Resorts in a destination.

##ENDS##

* **Source** – HotelClub.com.au Bookings report period – 24 Dec 07- 2 January 2008

^ **Source** – HotelClub.com.au bookings report 2007

For more information please contact:

Jennifer Crooks

Public Relations Manger

Ph: +61 2 8263 5153

Email: jennifer.crooks@hotelclub.com

About HotelClub.com .au

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 31,000 hotels – at savings of up to 60% – in 120 countries.

HotelClub.com.au is available in twelve languages – Chinese, English, French, German, Italian, Japanese, Korean, Polish, Portuguese, Spanish, Swedish and Thai. 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.com.au is operated by HotelClub and is part of Orbitz Worldwide.