

## **We are Creatures of Habit!**

### **HotelClub.co.nz Reveals Its Report on 2007!**

**SYDNEY, 21 JANUARY 2008** – New Zealanders are creatures of habit when taking their annual break over the Christmas/New Year Period according to HotelClub.co.nz, leading online accommodation specialist website.

Based on bookings by HotelClub.co.nz customers, New Zealanders love their country! 60% of customers opted to take their holidays domestically this year^ (down 2% when compared with 2006 bookings). The top domestic destinations for the Christmas/New Year period\* are:

1. Auckland
2. Wellington
3. Christchurch
4. Queenstown
5. Rotorua
6. Dunedin
7. Napier
8. Omarama
9. Taupo
10. Bay of Islands

Auckland, Wellington and Christchurch are the top 3 ranking domestic destinations over the last 3 Xmas/New Year periods. Queenstown and Rotorua complete the top 5 domestic destinations.

With 40% of New Zealanders opting for international holidays, we cannot go our Australian friends! There are 6 Australian destinations in the top 10 international destinations that we travel to, with Asia coming in a close 2nd as a preferred international destination. It seems that the magic of Asia and with its relatively short distance to travel is more appealing than other popular European destinations. The top international destinations for the Christmas/New Year period\* 2007/2008 are:

1. Sydney, NSW, Australia
2. Melbourne, NSW, Australia
3. Hong Kong
4. Adelaide, SA, Australia
5. Brisbane, QLD, Australia
6. Venice, Italy
7. Singapore
8. San Francisco, USA
9. Cairns, QLD, Australia
10. Canberra, Australia

HotelClub.co.nz also reports a 9% increase in bookings for 2007 (when compared to 2006)^. Other trends for 2007 that HotelClub.co.nz identified include: an average booking is 2.1 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.co.nz named the Top 3 Hotels in New Zealand as SkyCity Grand Hotel, Hilton Auckland and Grand Mercure St Moritz Queenstown. 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.co.nz Bookings report period – 24 Dec 07- 2 January 2008

^ **Source** – HotelClub.co.nz bookings report 2007

**For more information please contact:**

Jennifer Crooks

Public Relations Manger

Ph: +61 2 8263 5153

Email: [jennifer.crooks@hotelclub.com](mailto:jennifer.crooks@hotelclub.com)

**About HotelClub.co.nz**

HotelClub.co.nz 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.co.nz 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](http://HotelClub.com), [HotelClub.com.au](http://HotelClub.com.au), [HotelClub.de](http://HotelClub.de), [HotelClub.fr](http://HotelClub.fr), [HotelClub.it](http://HotelClub.it), [HotelClub.es](http://HotelClub.es) and [HotelClub.co.uk](http://HotelClub.co.uk). HotelClub.co.nz is operated by HotelClub and is part of Orbitz Worldwide.