



## BACKGROUND TO HOTELCLUB AUSTRALIA & NEW ZEALAND (INCLUDING PACIFIC ISLANDS) HOTEL AWARDS 2006

### Overview

The HotelClub Australia and New Zealand (including Pacific Islands) Hotel Awards 2006 identifies the people's choice of the best hotels and resorts throughout the region. Consumers nominated their favourite hotel, based on the following criteria and gave a score out of 10 (with 10 equalling the best): ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money.

Over 74,000 votes were received worldwide. These votes were then compiled to produce a shortlist of 300 hotels. These hotels have been nominated for the HotelClub Australia & New Zealand (Including Pacific Islands) Hotel Awards 2006. Awards will be presented in the following categories:

### Hotel Winners

- 🌐 Top 3 Hotels in New South Wales
- 🌐 Top 2 Hotels in Australia Capital Territory
- 🌐 Top 3 Hotels in Western Australia
- 🌐 Top 3 Hotels in Victoria
- 🌐 Top 3 Hotels in Tasmania
- 🌐 Top 3 Hotels in Northern Territory
- 🌐 Top 3 Hotels in Queensland
- 🌐 Top 3 Hotels in South Australia
- 🌐 Top 3 Hotels in New Zealand
- 🌐 Top 3 Hotels in the Pacific Islands  
(Fiji, Vanuatu, New Caledonia, Samoa, French Polynesia, Cook Islands and Norfolk Island)

### Special Categories

- 🌐 Top 3 Hotels Overall
- 🌐 Best Airline
- 🌐 Best Destination
- 🌐 Best Hotel Chain

The Award Winners will be announced at an Official Awards ceremony on May 10 at Doltone House, Sydney. The ceremony will be hosted by Natalie Gruzlewski from Getaway. From the 74,000 plus votes collected - 300 Hotels, 89 Destinations, 4 Hotel Chains and 3 Airlines were short-listed. From this, HotelClub will award 35 winners in the above categories.

These 300 hotels and resorts are eligible for inclusion in the 'Australia and New Zealand's Best Hotels & Resorts (including Pacific Islands) Guidebook, published in association with Insight Guides.

### Call for Nominations

The inaugural 'Hunt for Australia and New Zealand (including the Pacific Islands) Best Hotels & Resorts' was conducted from 1 November 2005 until 31 January 2006.

The survey was conducted online hosted by HotelClub, in conjunction with Getaway and ninemsn. Other survey partners included Insight Guides, Australian Traveller, Budget, Dymocks, Gregory's, Harvey World Travel, Optus, RCI and RosesOnly.



## Survey Mechanism

Consumers were asked to vote for their top 3 hotels. Multiple entries were allowed. For each 'vote' for a hotel, consumers were asked to score the hotel out of ten (with 10 equalling the best) on the following areas: ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money.

Step 1 –  
Online  
Survey

The form includes fields for: First name, Last name, E-mail address, Country of residence, Age, Gender, Tel No., Fax no., and Mobile no. It also features a 'Verify email address' field and a checkbox for 'I have read and agreed to the terms and conditions.' A 'Click here to vote and win!' button is at the bottom.

Step 2 –  
Online  
Survey

This form is divided into three sections: '1st Choice', '2nd Choice', and '3rd Choice'. Each section contains a 'Hotel name' field, a 'City' dropdown, a 'Country' dropdown, a 'Last visit' dropdown, and a 'Purpose of visit' dropdown. To the right of each section is a grid of ten rating categories: Ambience, Family friendliness, Rooms, Restaurant facilities, Cleanliness, Business facilities, Location, Leisure facilities, Staff attitude, and Value for money. Each category has a dropdown menu for a rating from 1 to 10. Below each section is a text area for 'Why do you love this hotel?' and a 'required field(s)' indicator.

Step 3 –  
Online  
Survey

The form features a central graphic of a red 'Budget' car. Below it, there are four sets of input fields for 'First Name', 'Last Name', 'E-mail', and 'Mobile'. A text box says 'Fill in the lucky seats with your friends' names!'. At the bottom, there is a 'Send the invitation to my friends' button and a 'required field(s)' indicator.



## Sponsors

### About HotelClub

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.com 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, that is one of the world's largest and most geographically diverse collections of travel brands and distribution businesses.

### About Getaway

Getaway is Australia's longest running and most popular TV travel show with around 1.5 million viewers every week. It screens on the Nine Network every Thursday night at 7.30pm.

### About ninemsn

ninemsn is Australia's number one online publisher capturing the largest online audience in Australia, with over 7.2 million people visiting each month. Formed in 1997, it is a 50:50 joint venture between the Microsoft Corporation and PBL. ninemsn is currently ranked as Australia's leading online publisher with over 74 percent reach of all Australian Internet users.

## Partners

Without Partners, the 'Hunt for Australia & New Zealand's Best Hotels and Resorts' would not be possible. All of these partners have made valuable contributions through prize donations and distribution of the survey.

### Insight Guides

Insight Guides are the world's largest collection of visual travel guides with over 200 guides. The series, which was established in 1970, is designed not only as a fascinating background read but also as an essential on-the-spot reference to all aspects of a destination. Insight Guides are distinctive because they are written by local specialists, and this unique local knowledge combined with in-depth treatment of the history, culture and places will appeal to travellers who expect a comprehensive, easy-to-use guide but also want a really rewarding travel experience. Published by APA Publications, Insight Guides are world famous for their photography, which sets them apart from all other guides on the market and means that they appeal equally to armchair travellers and dedicated tourists.



### **Australian Traveller**

Australia's premier and iconic travel magazine aims to provide the most authoritative, accessible, informative and entertaining magazine for any Australian Traveller. The magazine is a bi-monthly publication, with a distribution of 50,000. It is the only national domestic travel and the highest selling travel magazine in Australia.

### **Budget**

Budget Drives Your Dollar Further! Budget is renowned for meticulously maintained vehicles and the absolute best in service. Budget offers a huge range of cars, 4WDs, and minibuses as well as Australia's largest fleet of trucks and commercial vehicles. Budget is proud to offer the best value in car rental. Not just great rates but a variety of additional services to provide you with added value each time you rent from Budget.

### **Dymocks**

Dymocks Booksellers currently operates in over 80 locations across Australia, New Zealand and Hong Kong.

### **Gregory's**

Gregory's - the family favourite around Australia for over 60 years, is a name synonymous with top quality street directories, maps, atlases and guide books. The Gregory's name represents trustworthy and comprehensive products with up-to-date and concise mapping information.

### **Harvey World Travel**

Harvey World Travel is one of the most established and successful global travel groups with over 500 franchised offices throughout Australia, New Zealand, Southern Africa and the United Kingdom.

### **Optus**

[www.optusnet.com.au](http://www.optusnet.com.au)

### **RCI**

Resort Condominiums International (RCI) is a leading global provider of innovative products and services to the global travel and leisure industry. RCI provides its subscribing membership of more than three million timeshare owners worldwide with quality exchange vacation experiences at more than 3,700 resorts in 101 countries through its week-for-week (RCI Weeks) and points-based (RCI Points®) timeshare exchange networks. RCI is consistently the global leader in membership, resort affiliations, and exchanges, confirming almost twice the number of vacations as its nearest competitor.

### **RosesOnly**

Formed in 1995, Roses Only is part of a family owned business that brings together over 37 years of retail and floristry experience. Now Australia's leading floral retailer, Roses Only offer a wide range of exquisitely boxed long stem roses, tulips, gerberas, lilies and mixed seasonal flowers, in addition to superb floral arrangements, accompanied by fine champagne, wine, teddy bears and Lindt chocolates.



## Guidebooks

Insight Publications and HotelClub, partnered together in 2003 to produce the first consumer review driven 'Asia's Best Hotels & Resorts' Guidebook. The partnership has continued to have a 2<sup>nd</sup> edition published in 2005. Insight Publications will continue its successful partnership with HotelClub by producing the 'Australia and New Zealand's Best Hotels and Resorts (including Pacific Islands)', due for release in October 2006.

