

Over 90% of Frequent Travellers Use Web to Make Travel Bookings!

HotelClub Releases Results from Global Consumer Survey

SYDNEY 17 May 2006 – Leading online accommodation provider, HotelClub (www.HotelClub.com.au) has released today the findings of its global consumer survey conducted from November 2005 – January 2006. The online survey was undertaken to find the Best Hotels and Resorts in Australia, New Zealand and the Pacific Islands. As part of this survey consumers were asked questions on their travel habits.

The survey received 74,788 responses. Consumers were asked a series of questions about their travel habits including travel frequency, influences in selecting a hotel, preferred booking method, influences for travel purchase decision and online purchases.

The key results from the survey[#] include:

- 93.7% of respondents indicated that they book travel online either through hotel or airline websites (59.7%) or online travel agent (34.0%).
- Internet is the most influential channel used to make travel purchase decisions with 55.7% of respondents indicating they use the internet for research on the travel purchase, followed by TV (11.9%), and magazines (8.6%)
- The two most popular travel related products to be purchased online (over a 12 month period) were flights (75.6%) and accommodation (73.2%).
- 75% of respondents prefer 4 and 5 star hotels, with 55% of respondents electing to stay in 4 star hotels.
- Leading factors influencing the respondents' hotel selections were location (39.7%), price (21.3%) and facilities (13.1%).
- 32.8% of respondents travel within the Oceanic Region 2-4 times per year
- 40.2% of respondents travel outside the Oceanic Region once per year with the Top 5 overseas destinations preferred USA, Italy, Fiji, United Kingdom and Thailand.

The HotelClub survey results are above industry expectations by 19%. A recent study from PhoCusWright* indicated that 74% of purchases were made by consumers using supplier websites with a large portion of this percentage (61%) dominated by airline suppliers. The Internet has empowered online travellers to use technology to assist them throughout the purchase process.

"These results are truly outstanding - Consumers are embracing the Internet to make an informed travel purchase decision. Consumers recognise that a great accommodation or flight deal can be found on the internet, with the level of quality they desire," said Chloe Lim, Director of Global Marketing, HotelClub.

"It is critical to have a true consumer survey in order to continually deliver a world class global accommodation website," said Ms Lim.

HotelClub offers over 21,000 hotel accommodation choices in 2,500 cities and 102 countries worldwide. HotelClub has over 1.4 million consumer ratings and reviews that provide independent advice on each hotel.

#ENDS#

Source: HotelClub.com.au Best Hotels and Resorts Survey conducted Nov 05-Jan06 Survey Partners include Getaway and ninemsn, Insight Guides, Australian Traveller, Budget, Dymocks, Gregory's, Harvey World Travel, Optus, RCI and RosesOnly.

***Source:** PhoCus Wright Asia Pacific Online Travel Marketplace, 2nd Edition

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About HotelClub

HotelClub (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 21,000 hotels – at savings of up to 60% – in 102 countries and 2,500 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, that is one of the world's largest and most geographically diverse collections of travel brands and distribution businesses.

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