



**IMMEDIATE RELEASE**

**‘MALAYSIA MEGA SALE’ A HIT WITH ONLINE BOOKERS**

[www.holidaycity.com](http://www.holidaycity.com) 7 August 2008 – The ‘Malaysia Mega Sale’ is a clear winner with travellers and fellow shopaholics worldwide who make their hotel reservation online months ahead of the retail festival from 5<sup>th</sup> July to 1<sup>st</sup> September 2008, according to statistics released by leading online accommodation reservation service, HolidayCity.com ([www.holidaycity.com](http://www.holidaycity.com)).

**Top 10 Destinations in Malaysia**

1. Kuala Lumpur
2. Kota Kinabalu
3. Langkawi
4. Kuching
5. Penang
6. Port Dickson
7. Malacca
8. Cherating
9. Kuantan
10. Cameron Highlands

Source: [www.holidaycity.com](http://www.holidaycity.com) Marketing Report, 5<sup>th</sup> July – 1<sup>st</sup> September 2008

**Top 10 Travellers to Malaysia**

1. Malaysia
2. Australia
3. Saudi Arabia
4. Kuwait
5. Singapore
6. Oman
7. Hong Kong
8. United Kingdom
9. Bahrain
10. Netherlands

Source: [www.holidaycity.com](http://www.holidaycity.com) Marketing Report, 5<sup>th</sup> July – 1<sup>st</sup> September 2008

Kuala Lumpur, not surprisingly, takes the top spot as the most popular destination during the ‘Malaysia Mega Sale’ period. It is followed closely by Kota Kinabalu, Langkawi and Kuching. The two cities in East Malaysia, Kota Kinabalu and Kuching are becoming more popular with travellers who not only seek a good bargain on local products, but also the opportunity to experience its many natural attractions at the same time.

Malaysians certainly love to shop and don’t mind travelling to popular shopping destinations by making the most number of hotel reservations during the sale period. Malaysia’s popularity with tourists from the Middle Eastern countries is also evident with Saudi Arabia, Kuwait, Oman and Bahrain in the top 10 list in terms of hotel reservations made by their citizens online.

Perhaps not surprising is the appeal of getting some great bargains during the ‘Malaysia Mega Sale’ that attracts travellers from as near as Singapore and as far away as the United Kingdom and the Netherlands.

The statistics was collected from the forward bookings made for check-in from 5<sup>th</sup> July to 1<sup>st</sup> September 2008 by HolidayCity.com’s customers.

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**About HolidayCity.com**

HolidayCity.com is an Internet-based accommodation reservation service, serving worldwide customers through its B2C websites. Presently, HolidayCity.com offers more than 19,000 hotels in over 900 destinations worldwide. HolidayCity.com receives more than 1 million unique visitors monthly. HolidayCity.com offers our guests a quick and easy access to a variety of accommodation types at attractive rates, destination information, guests review and a 24-hour customer service for them to make an informed decision and hassle-free bookings.

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