



**IMMEDIATE RELEASE**

**KUALA LUMPUR IS FAVOURITE FOR TRAVEL**

[www.holidaycity.com](http://www.holidaycity.com) **19 December 2006** – Kuala Lumpur is the favourite travel destination for Singaporean travellers in 2006, according to statistics released by online accommodation reservation provider HolidayCity.com ([www.holidaycity.com](http://www.holidaycity.com)). The overview on the whole is generally optimistic for online accommodation bookings by Singaporean consumers.

Top Ten Destinations (By Country)		Top Ten Destinations (By City)	
1.	Malaysia	1.	Kuala Lumpur
2.	Australia	2.	Malacca
3.	Indonesia	3.	Singapore
4.	Singapore	4.	Bintan
5.	China	5.	Perth
6.	New Zealand	6.	Hong Kong
7.	Italy	7.	Sydney
8.	Switzerland	8.	Cameron Highlands
9.	France	9.	Penang
10.	Germany	10.	Batam

**Source:** [www.holidaycity.com](http://www.holidaycity.com) Marketing Report, 1 January 2006 to 11 December 2006

Results from the same report also shows that Singaporean travellers remain in favour to holiday destinations that are closer to home with 6 out of the top 10 destinations being in the neighbouring countries of Malaysia and Indonesia. A surprising trend emerges this year with an increase in bookings for hotels in Singapore, which constitutes approximately 10% of the total bookings made by Singaporean customers. This is a testament to the increasing popularity of spending the weekend in hotels for a bit of rest and relaxation.

The total value booked by Singaporean customers in 2006 is approximately USD1.2million. This figure is expected to increase three-fold in 2007 with more hotel offerings in favourite destinations and the proliferation of broadband usage.

The data was collected from hotel bookings made in 2006 by HolidayCity.com's customers.

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**About HolidayCity**

HolidayCity is an Internet-based accommodation reservation service, serving worldwide customers through its B2C websites. Presently, HolidayCity offers more than 10,000 hotels in over 600 destinations worldwide. HolidayCity receives more than 1 million unique visitors monthly.

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