



**IMMEDIATE RELEASE**

**‘THE GREAT SINGAPORE SALE’ WINS OVER THE ONLINE BOOKERS**

[www.holidaycity.com](http://www.holidaycity.com) 22 May 2008 – ‘The Great Singapore Sale’ is off to a great start with travellers and fellow shopaholics worldwide who make their hotel reservation online months ahead of the retail extravaganza from 23<sup>rd</sup> May to 20<sup>th</sup> July 2008, according to statistics released by leading online accommodation reservation service, HolidayCity.com ([www.holidaycity.com](http://www.holidaycity.com)).

**Top 10 Travellers to Singapore**

1. Australia
2. Indonesia
3. Malaysia
4. Singapore
5. India
6. United Kingdom
7. New Zealand
8. United States of America
9. Thailand
10. Germany

Source: [www.holidaycity.com](http://www.holidaycity.com) Marketing Report, 1<sup>st</sup> January to 30<sup>th</sup> April 2008

The statistics reveals that the Australians take the number one spot in the most number of hotel reservations made during the sale period, followed by close neighbours, Indonesia and Malaysia. It is interesting to note that there is substantial number of reservations made by Singaporeans themselves within the same timeline. All that retail exercise would certainly justify some pampering in the luxury and comfort of a hotel establishment even if it is just minutes away from home!

Perhaps not surprising is the appeal of getting some great bargains during ‘The Great Singapore Sale’ that attracts travellers as far away as India, the United Kingdom and New Zealand.

The statistics was collected from the forward bookings made in January to April 2008 for stay in May to July 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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