



IMMEDIATE RELEASE

AUSTRALIANS BOOK IN ADVANCE FOR INTERNATIONAL TRAVEL

www.holidaycity.com 27 April 2007 – Australians book in advance for international travel, according to statistics released by leading online accommodation reservation service, HolidayCity.com (www.holidaycity.com). Overall, there is an increase of 32.5% in total bookings made by Australian travellers from January to March 2007 compared to the same period in 2006.

Top 10 International Destinations for Advance Bookings

1. Auckland
2. Christchurch
3. Singapore
4. Kuala Lumpur
5. Queenstown
6. Wellington
7. Hong Kong
8. Paris
9. London / Rome / Tokyo
10. Penang

Source: www.holidaycity.com Marketing Report, 1 January 2007 to 31 March 2007

The data reveals that 27.4% travellers from Australia book their accommodation a month in advance in the first quarter of 2007. The destination with the most number of one month and above advance bookings is Auckland with 17.6% from the total bookings made for the period. This is followed by Christchurch, Singapore and Kuala Lumpur in the list of top 10 cities with the most number of advance bookings.

The statistics also reveal that the major destinations that receive the most number of advance bookings from Australians are those that are closer to home. Some destinations even receive bookings as far advance as seven months prior to their check-in date.

The data was collected from hotel bookings made in the first quarter of 2007 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 12,000 hotels in over 700 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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