



**IMMEDIATE RELEASE**

**LONDON TOPS FAVOURITE DESTINATIONS FOR UK BOOKERS**

[www.holidaycity.com](http://www.holidaycity.com) **12 July 2007** – London tops favourite destinations for UK bookers in the first half of 2007 according to statistics released by a leading online accommodation reservation service, HolidayCity.com ([www.holidaycity.com](http://www.holidaycity.com)).

Five other cities in the United Kingdom are on the top ten list which clearly indicate a preference to make online bookings for domestic travel. Paris remains a favourite due to the city’s enduring attractions and easy accessibility. Long-haul destinations such as Auckland and Sydney are also gaining in popularity especially for the adrenalin seeking holidaymakers.

Top 10 Domestic Destination	Top 10 Overall Destination
1. London	1. London
2. Glasgow	2. Paris
3. Cardiff	3. Dublin
4. Manchester	4. Glasgow
5. Edinburgh	5. Cardiff
6. Belfast	6. Auckland
7. Birmingham	7. Sydney
8. Leeds	8. Manchester
9. Liverpool	9. Edinburgh
10. York	10. Belfast

Source: [www.holidaycity.com](http://www.holidaycity.com) Marketing Report, 1 January 2007 to 30 June 2007

Overall, the number of total bookings made by the UK customers increased by 28% compared to the same period in 2006. This translates to a total booking value of USD\$2.6 million, a phenomenal increase of 70% from 2006; clear indications that travel spending is on the rise.

The data was collected from hotel bookings made from January to June 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 14,000 hotels in over 800 destinations worldwide and receives more than 1 million unique visitors monthly. HolidayCity.com offers 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.

For more information, please contact:

**Hanim Shukor**

**Manager**

**Marketing and Communications**

Tel: +60 3 83184979 ext 122

Fax: + 60 3 83196101

Email: [hanim@holidaycity.com](mailto:hanim@holidaycity.com)

URL: [www.holidaycity.com](http://www.holidaycity.com)

Media kit URL: [www.holidaycity.com/about/mediakit.html](http://www.holidaycity.com/about/mediakit.html)