



**IMMEDIATE RELEASE**

**MALAYSIANS BOOK ONLINE FOR LOCAL HOLIDAYS**

[www.holidaycity.com](http://www.holidaycity.com) **12 July 2007** – Malaysians book online for hotel stays at local holiday destinations, according to statistics released by a leading online accommodation reservation provider, HolidayCity.com ([www.holidaycity.com](http://www.holidaycity.com)).

HolidayCity.com records an exceptional increase of 77% for total number of bookings made by Malaysian customers from January to June 2007, compared to the same period last year. This translates to a total booking value of approximately **RM2.1 million**, or a 79% increase from last year’s figures.

Top 10 Country Destinations	Top 10 Overall Destinations
1. Malaysia	1. Singapore
2. Singapore	2. Kuala Lumpur
3. Australia	3. Penang
4. China	4. Cameron Highlands
5. Indonesia	5. Malacca
6. United Kingdom	6. Langkawi
7. France	7. Kuching
8. Spain	8. Kuantan
9. Germany	9. Port Dickson
10. Italy	10. Hong Kong

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

The top ten overall destinations list is a strong indication of Malaysians’ preference to travel to domestic destinations, in tandem with the Visit Malaysia Year 2007. Traditional favourites such as Kuala Lumpur, Penang and Cameron Highlands take the top spots, followed by other equally popular holiday destinations. For favourite country destinations, Malaysians clearly show an inclination for a European holiday, with the United Kingdom leading the way.

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.

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