



IMMEDIATE RELEASE

SINGAPORE HOTELS RECORD 95% INCREASE IN BOOKING VALUE

www.holidaycity.com **12 July 2007** – Singapore hotels record a 95% increase in total booking value for room bookings from January to June 2007, according to statistics released by leading online accommodation reservation service, HolidayCity.com (www.holidaycity.com). The total booking value is estimated at SGD\$1.3million, an encouraging increase from only SGD\$700k received in the same period in 2006.

Singaporeans continue to book rooms online with a 14% increase in bookings in the first half of 2007. Kuala Lumpur remains at the top of the list, followed by other favourite weekend destinations such as Malacca, Bintan, Batam and Desaru. Hong Kong is also gaining in popularity with the availability of cheaper flight tickets offered by the low cost carriers.

Top 10 Country Destinations	Top 10 Destinations
1. Malaysia	1. Kuala Lumpur
2. Singapore	2. Singapore
3. Indonesia	3. Malacca
4. Australia	4. Bintan
5. China	5. Hong Kong
6. Italy	6. Batam
7. New Zealand	7. Perth
8. Japan	8. Desaru
9. United Kingdom	9. Penang
10. Germany	10. Cameron Highlands

Source: www.holidaycity.com Marketing Report, 1 January 2007 to 30 June 2007

Singaporeans also make room bookings in Singapore, an emerging trend that indicates a preference to spend the weekends in luxurious hotel environment without the need to travel too far from home. Several European countries are in the top ten country destinations, such as Italy, United Kingdom and Germany, showing that long-haul travel is still a favourite activity.

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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