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HCity Aims To Become Leader In Online Hotel Reservation Service

PUTRAJAYA, Sept 25 (Bernama) -- Hcity Sdn Bhd (HCity) which offers online hotel reservation service through its website, HolidayCity.Com, aims to become the leading provider of such service in Malaysia.

Currently, HolidayCity.Com's service covers more than 19,000 hotels in 900 destinations worldwide and receives more than one million customers per month, its Marketing and Communications manager, Hanim Shukur, said.

"The HolidayCity website offers many conveniences not only for reservations but also information on hotels including their pricing, availability, location, interesting photographs and also a column for feedback from those who have stayed in these hotels," she told Bernama recently.

Through the online service, clients have the convenience of dealing with the chosen hotels and they also get special deals, she said.

HolidayCity.com will act as the agent for the related hotels and will only provide the reservation service for clients without being involved in any payments. "All payments must be made directly to the hotels where the reservations have been made, upon arrival at the hotels," she said.

She stressed that HolidayCity.Com will not be involved in any payment transaction, explaining that it was to provide an assurance of safety for clients amid the cases of cheating involving payments made online.

HolidayCity.Com hoped that this proactive measure will further push up the Malaysian company's brandname and make it a leading provider of such service in Malaysia.

Hanim also said that the service will indirectly help to bring in more tourists to the country.

In Malaysia alone, HolidayCity.Com has formed partnership with about 200 hotels giving it the potential to further expand its networking in hotels in the country.

HolidayCity.Com is confident that the number will rise along with the growth in the number of hotels coming up in the country.

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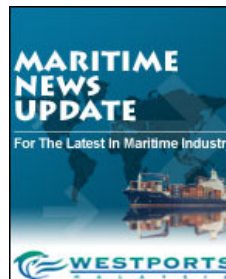
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