

## Asians travelling to Japan and New Zealand this holiday season

- *HotelClub Hotel Index reveals top 10 regional and long haul international destinations*

**SYDNEY, 29 November 2011** – HotelClub today released its first annual Hotel Index highlighting the top 10 regional Asian and long haul international destinations for Asians travelling during the busy holiday season. These results track both the most popular destinations booked by Asian members as well as the hotel pricing trends for each city compared to the same travel period last year.

Taipei remains the number one holiday destination for regional travel for the second year in a row. [Bangkok](#) has risen four places to number two, a positive sign for this flood stricken city. Japan is also a highlight with Osaka and Langkawi each jumping spots to make their first appearance in the top 10.

Asian travellers continue to love major international cities with London, Paris and New York City featuring in the top 10. Hawaii has skyrocketed on the list, rising over 30 spots to round out the top 10.

Australia is the most popular country for Asian long haul travel with Sydney, Melbourne and Gold Coast dominating as three of the top four destinations. New Zealand has also become fashionable in the past year with both Auckland and Queenstown making their first appearance in the top 10.

Other key highlights from the HotelClub Hotel Index for top holiday destinations include:

- Bangkok is the best priced and only regional city under \$100 with an average hotel rate of \$75.
- Langkawi has jumped four spots to number nine in line with its lower average hotel rates, making it a good value regional spot.
- Queenstown is the only long haul city in the top 10 to decrease its year on year hotel rates, while Auckland remains the best value long haul destination with average hotel rates at \$100.
- London continues to be a favourite destination, rising one spot and remaining relatively flat with a 1% increase in average hotel rates year on year.

“This year we’ve focused a lot of our marketing efforts on our weekly flash sales, with a strong push to Asia Pacific locations. One of our first deals was for 50% off the [Westin Langkawi Resort and Spa](#), which contributed to this city’s debut in the top 10,” said Jeremy Bellinghausen, President, HotelClub. “Unlike in other markets, Asian travellers seem to be more comfortable going to Japan following a year of terrible natural disasters. We’ve seen a small decrease in travel to Tokyo, but Osaka is becoming much more popular with our members.”

“Internationally we’ve seen a consistent trend in Asians travelling to Australia, especially the two biggest capital cities of Sydney and Melbourne. But this year New Zealand is quietly giving the Aussies a run for their money, with increased exposure for the country due to the Rugby World Cup and better value pricing for this year’s hot spot Queenstown.”



### HotelClub Hotel Index: Top 10 Regional Holiday Destinations 2011/2012\*

2011/2012			2010/2011		YOY Change
Rank	City	Average Daily Hotel Rate	Rank	Average Daily Hotel Rate	Average Daily Hotel Rate
1	Taipei	\$107	1	\$99	8%
2	Bangkok	\$75	6	\$69	9%
3	Macau	\$171	2	\$73	134%
4	Seoul	\$124	5	\$98	27%
5	Kuala Lumpur	\$103	4	\$82	26%
6	Tokyo	\$151	3	\$165	-8%
7	Osaka	\$115	14	\$128	-10%
8	Phuket	\$190	8	\$149	28%
9	Langkawi	\$119	13	\$139	-14%
10	Bali	\$182	7	\$115	58%

### HotelClub Hotel Index: Top 10 Long Haul Holiday Destinations 2011/2012\*

2011/2012			2010/2011		YOY Change
Rank	City	Average Daily Hotel Rate	Rank	Average Daily Hotel Rate	Average Daily Hotel Rate
1	Sydney	\$181	1	\$168	8%
2	Melbourne	\$146	2	\$119	23%
3	Las Vegas	\$136	4	\$89	53%
4	Gold Coast	\$147	3	\$144	2%
5	London	\$148	6	\$147	1%
6	Paris	\$164	8	\$143	15%
7	Queenstown	\$170	21	\$180	-6%
8	Auckland	\$100	15	\$94	6%
9	New York City	\$245	7	\$148	66%
10	Hawaii	\$202	41	\$122	66%

\*The city ranking is based on hotel bookings on HotelClub.com for Asian travellers from 15 December-15 January 2010/2011 and 15 December-15 2011/2012. The average hotel rates are based on standalone hotel bookings on HotelClub. All are based on bookings made as of 10 November 2011/2010. All currencies are in USD.

#### About HotelClub

HotelClub is a world leading global accommodation website, which was established in 1996. HotelClub provides over 73,000 accommodation choices in over 7,400 cities worldwide throughout 141 countries. Through its unique rewards program, HotelClub Rewards, members earn Member Rewards (1 Member Reward = 1 USD) of up to 7% of the value of every booking made, which can then be redeemed on future hotel bookings. The company operates three websites – [HotelClub.com](http://HotelClub.com), [RatesToGo.com](http://RatesToGo.com) and [AsiaHotels.com](http://AsiaHotels.com). HotelClub is part of Orbitz Worldwide Inc (NYSE: OWW), a leading online travel company.

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