

HOTELS.COM HOTEL PRICE INDEX
Review of global hotel prices: Jan-Dec 2012
EDITION: Malaysia

INTRODUCTION

The Hotels.com Hotel Price Index™ (HPI®) is a regular survey of hotel prices in major destinations across the world. The HPI is based on bookings made on Hotels.com and prices shown are those actually paid by customers per room per night, rather than advertised rates.

Now in its ninth year, the HPI is respected as the definitive report on hotel prices paid around the world and is increasingly used as a reference tool by the media, hoteliers, financial analysts, investors, tourism bodies and academics.

The HPI tracks the real prices paid per room per night by Hotels.com customers around the world, using a weighted average based on the number of rooms sold in each of the markets in which Hotels.com operates.

The international scale of Hotels.com, in terms of the number of customers, properties and destinations covered, makes the Hotel Price Index one of the most comprehensive benchmarks available. It incorporates both chain and independent hotels, as well as options such as self-catering and bed & breakfast properties.

This edition looks at the full year 2012, comparing the results with 2011. More than 155,000 properties around the world make up the sample set of hotels from which prices are taken of the almost 200,000 hotels on offer on the site.

FOREWORD

Welcome to the latest edition of the Hotels.com Hotel Price Index, our review of global hotel prices for the full year 2012.

The headline must be one of continuing recovery. Over the year, guests around the world paid 3% more for their hotel rooms than in 2011. In fact, several major regions grew faster than this, but the Eurozone's problems combined to pull down the global average and slow growth in the second half of the year. This means that, whilst we're reporting the third consecutive year of price increases, the average price of a hotel room has only risen to where it was back in 2005.

Leaders of the pack

It was still a tough year for many but three regions drew away from the rest, building on increasing business travel and higher consumer spending. The Caribbean saw a 6% rise, North America had one of its best results in recent years growing at 5% and the Pacific gained 4%, all outpacing the global figure. Asia added 2%, Latin America 1% and the Europe and Middle East region registered a slight fall.

Europe trailing

Europe is lagging behind as domestic markets stutter. The Eurozone crisis not only impacted prices in its own territory but had a knock-on effect across the region as financial insecurity dampened the propensity to travel. With a resurgence of economic prosperity unlikely in the immediate future, hotels have to adapt to new market conditions, to reach out to those travellers who are still on the move, particularly from China and Russia. My advice to consumers? Start packing for that European trip. It is unlikely that prices will continue to fall at this rate and there are some great deals around now just waiting to be snapped up.

The London effect

Anyone who was in London in the summer of 2012 would have been caught up in the atmosphere of excitement and optimism that permeated the city during the Diamond Jubilee celebrations and the Olympic and Paralympic Games. Overall hotel occupancy was healthy but did not reach the heady heights predicted, with many travellers avoiding the higher prices initially charged during the Olympic period. The average cost of a room in the capital certainly fell as the event approached and, for the rest of the year, hotels lowered their prices further to drive demand.

London has been left with a legacy of much improved stock with new hotel openings and many other rooms refurbished and it remains one of the best value global cities across all star ratings. The unprecedented worldwide exposure that its time in the spotlight brought will certainly encourage visitors going forward, particularly with the prospect of the Royal birth this summer.

It will be interesting to see what lessons were learned in London for hotel pricing strategy in Rio de Janeiro as the city prepares to host two major sporting events with the 2014 World Cup and the 2016 Olympic Games.

Build it and they will come

International tourism is expected to climb again in 2013*. Much of the focus of the hospitality industry is now moving east, where the rate of increase is the highest and new infrastructure is helping to drive travel patterns. The Asia/Pacific region added twice as many new rooms as Europe in 2012, with expansion in both the upmarket and economy sectors, and will account for 40 per cent of the world's new builds in 2013**. China has plans to build 70 new airports in the next few years and to expand its 100 existing airports***. New airlines have come onto the scene offering lower prices, fuelling the desire to travel.

At Hotels.com, we are also looking forward to 2013. It is a landmark time for us, particularly in Europe. It was ten years ago that we took the strategic step in expanding our company by launching localised websites in 13 European countries as well as Australia and Canada. Over the last decade, we have expanded further into Europe as well as Latin America, Asia, the Pacific and Africa and now have more than 85 localised sites around the world.

The scope of our network means that the data and consumer insight gathered for this report is substantial and reliable. What's up, what's down, what's blooming or fading, the answer is here.

Thanks for reading and happy travelling.

David Roche
President, Global Lodging Group

* UNWTO World Tourism Barometer

** Smith Travel Research

*** China CAA Chief Li Jiaying, IATA AGM, June 2012

The HPI report focuses on two main sources of data:

The first section (Chapter 1) shows the global Hotel Price Index for 2012, comparing it with previous years.

The Index is compiled from all relevant transactions on Hotels.com during this period, weighted to reflect the size of each market. By representing hotel price movements in an index, Hotels.com can illustrate the actual price movements as paid by consumers, without foreign exchange fluctuations distorting the picture.

The Index was started in 2004 at 100 and includes all bookings across all star ratings from 1- to 5-star.

Chapter 2 covers the most popular destinations within Malaysia for overseas visitors and overseas favourites for Malaysian travellers in 2012.

The final chapter focuses on some additional, more light-hearted travel facts identified by Hotels.com.

Reports are also available in other currencies. Please contact press@hotels.co.uk.

Follow the discussions on Twitter at #HotelExperts.

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1. GLOBAL PRICE CHANGES

The average price of a hotel room around the world rose by 3% during 2012 compared with the previous year, having reached 107, just seven points higher than when the Index was launched in 2004. The rate of increase has slowed when judged against the 4% rise in 2011.

This highlights the fact that hotel prices remained great value for travellers throughout the year, as the global Index for 2012 was still ten points behind its 2007 peak of 117 and only just ahead of its 2005 level of 106.

Prices rose in all regions for the year, apart from Europe and the Middle East where there was a slight fall. There were particularly strong showings in the Caribbean, North America and the Pacific. More in-depth analysis into what caused these changes and how they influenced individual cities and countries can be found below and in subsequent chapters.

Figure 1 HPI half-yearly breakdown from H1 2004 to H2 2012 globally

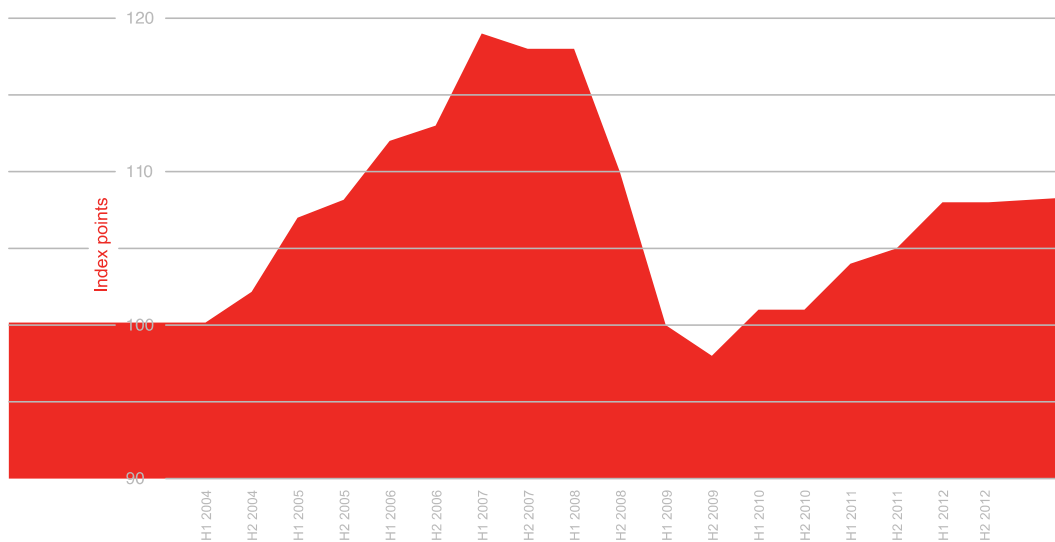
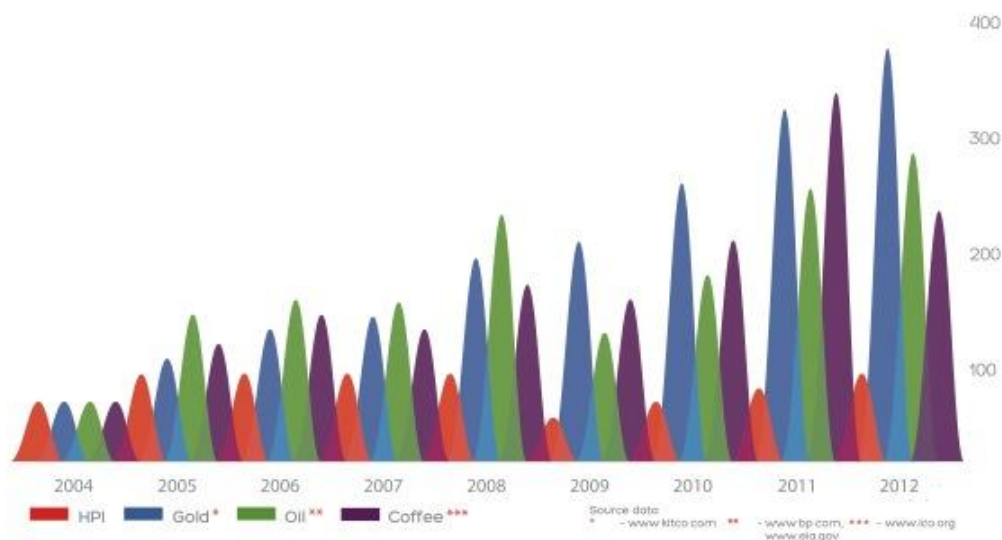


Figure 2 Comparing the HPI with other global prices



Although not directly comparable, the relative stability of global hotel prices can also be seen in a less technical fashion by comparing the fluctuation of the HPI with other global commodities such as gold, oil and coffee in an index. Swings there have been considerably more volatile and prices have risen substantially, reinforcing the great value that hotel prices still represent. At the end of 2012, the index for gold, for instance, was four times higher than in 2004, with oil three times higher and coffee more than double.

Comparing the HPI with other global prices

	HPI	Gold*	Oil**	Coffee***
2004	100	100	100	100
2005	106	109	142	144
2006	111	147	170	154
2007	117	170	189	173
2008	113	213	254	200
2009	98	237	161	186
2010	100	299	208	237
2011	104	384	291	339
2012	107	407		252

* Source data: www.kitco.com

** Source data: www.bp.com

*** Source date: www.ico.org

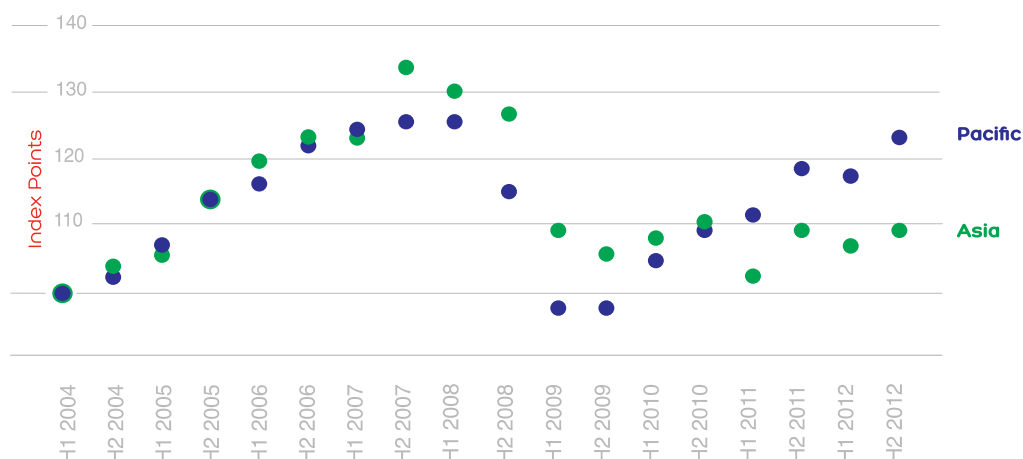
Overall the Asian continent saw a price rise of 2% compared to 2011, backed up by a generally positive travel economic and travel industry trend. The overall rates however were still some way off from its peak level in 2007, meaning travellers could find good value in several destinations.

Behind the average number in 2012 is quite a roster of events moving prices up and down across the region. Examples include downward pressure on rates in India, due to a precipitous fall of the Rupee, travel demand shifts due to the politically sensitive situation around the islands in the East China Sea, and price bounce-backs when compared against the 2011 tsunami and nuclear disaster in Japan and flooding in Thailand. Big business and tourism destinations like Singapore and Hong Kong saw continued great demand but rate rises were more moderate because of the 25 new hotel openings in Hong Kong, and further room openings in the Singapore mega hotels.

The mineral and natural resources boom in Australia continued to drive strong city hotel rates, but made it somewhat difficult for leisure destinations dependent on inbound demand. China overtook the UK to become the second largest inbound source market, a trend that is only expected to continue.

Looking forward, two mega trends are affecting the region positively in 2013 and beyond: The continued rise of the Chinese outbound travellers, both the amount of them and the amount of money they spend, as well as the rapid build-up of the low cost and alternative carrier market in North East Asia. Both trends invariably mean more travellers, and will drive hotel industry development and investment for years to come.

Figure 3 HPI half-yearly breakdown APAC from H1 2004 to H2 2012



Strong performance in the Pacific

- Average hotel prices in the Pacific region rose another 4% during 2012, driven primarily by increases in its main market of Australia. This was higher than the global rise but the speed of growth has slowed when compared with the two previous years which registered an 11% rise in 2010 and 8% in 2011.

- The Pacific HPI for 2012 reached 123, tying in second place with Latin America, another region that has seen significant movement in its hotel rates over recent years.
- The Pacific HPI is now not far behind its 2007 peak of 127.

Asia on the rise

- Hotel prices in Asia rose 2% during the year, not keeping track with the global rise but a more robust result than in 2011 when prices fell by 2% following the natural and nuclear disasters in Japan which deterred travel both within and to the region.
- The Asia HPI stood at 109 for 2012 and has the farthest ground to make up on its 2007 peak of 131. In fact, it is still behind its 2005 level of 110, although individual cities have performed well.

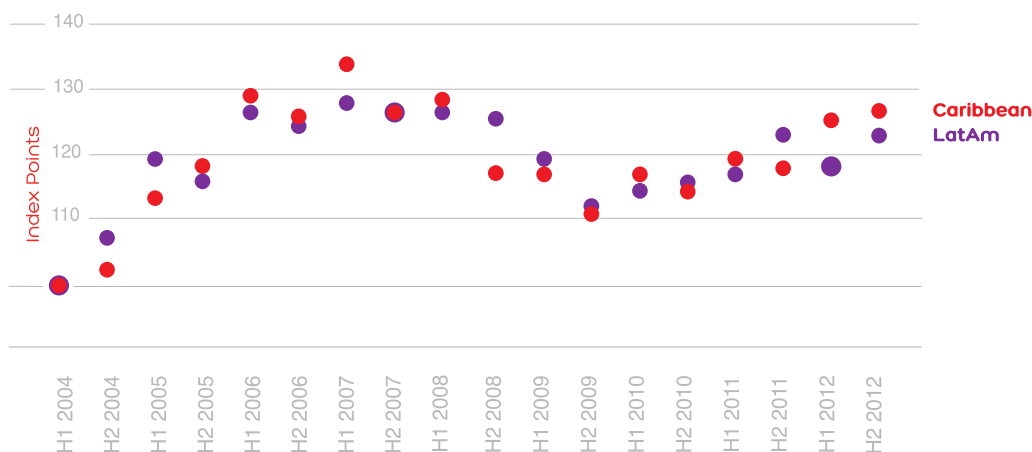
Javier Escobedo
Vice President
Hotels.com LatAm

Latin America has witnessed a sustained period of growth in prices paid by customers over the past few years, driven primarily by the booming economies in the two key markets of Brazil and Mexico. The slowdown now could be explained by two trends: a more stable region in terms of economic and political scenarios and strong domestic activity that has led to a more competitive scenario with plenty of promotions and discounts as hotels worked to attract local visitors.

Brazil, a giant and strategic player for Latin America, has moved away from a scenario of monetary exchange instability with fewer abrupt oscillations in its exchange rate, thus setting the right conditions for a more secure market.

Mexico has also witnessed a robust twelve months for the travel industry and has coped positively with the challenges of an election year. The country has also benefited from enhancements in local infrastructure that helped develop less explored regions. Travel to international destinations, in particular the United States, has remained strong for the region, and Europe has emerged as another favourite for Latin Americans, particularly with the lower prices there as a result of the economic downturn.

Figure 4 HPI half-yearly breakdown LatAm from H1 2004 to H2 2012



Latin American rise slowed

- Average hotel prices in Latin America rose by just 1% overall during 2012, a smaller rise than the 4% recorded in the two previous years and also behind the global increase.
- The 2012 HPI for Latin America reached 123, driven primarily by the booming economy in its largest market, Brazil, and tying in second place with the Pacific which has also seen considerable growth over the past few years.
- The 2012 figure of 123 was one of the closest of all the regions to its 2007 peak of 125 and equalled its 2006 level, although the HPI shows that rates in Latin America were less affected by the global economic slowdown than other parts of the world.

Highest rises in the Caribbean

- The Caribbean had a strong year, registering the highest percentage increase of all the regions at 6% and also the highest HPI at 125.
- This is just behind its 2006 rate of 127 and still six points adrift of its 2007 peak of 131.

Victor Owens
Vice President
Hotels.com North America

The American travel industry as a whole faced a destructive calamity, Hurricane Sandy, in October 2012. The impact was heavily felt on the east coast and the Caribbean region with newspapers reporting 9,000 flights cancelled, \$30 billion in property damage and 7.5 million power outages.

With outstanding assistance from first responders and clean-up crews, much of the damage has been repaired.

Turning to industry matters, the North American HPI is seeing some light for hoteliers with a 5% increase in hotel prices last year.

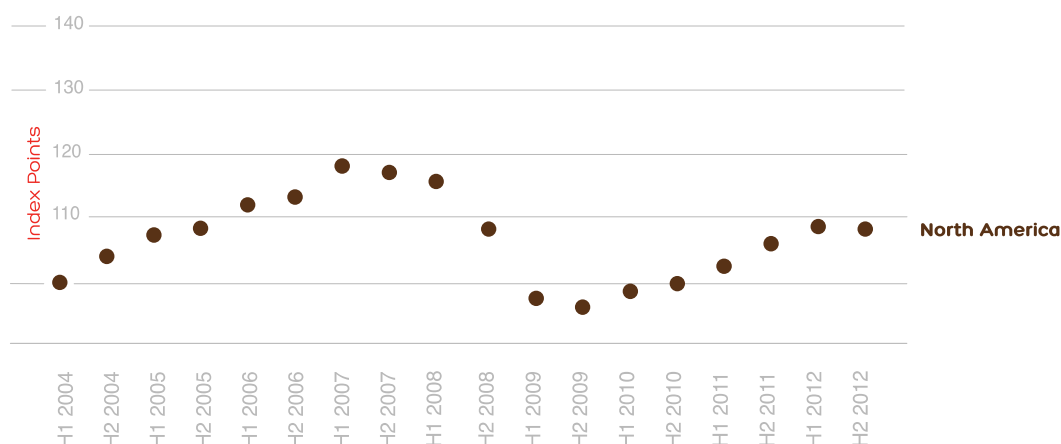
With airlines upgrading their terminals, more jets capable of long-distance flights added and visa procedures becoming smoother, the U.S. saw an influx of international visitors in 2012.

Much of this increase was due to the U.S. National Travel and Tourism Strategy implemented in January 2012, which was aimed at bringing more travellers to the United States to experience the broad and wonderful assortment of activities and attractions we have to offer.

Turning to Canada, the popular city of Toronto garnered international attention in 2012 by adding to its current roster of high-end properties. The sheer number of luxury properties in one city is a clear indication that retailer confidence in the market is high.

Canadians overall also had a stronger economic year than their American counterparts and travel was definitely on the radar with a major increase in travel abroad. Combined with the recent increase in the amount of purchased goods cross-border shoppers can now declare and a strong Canadian dollar, we anticipate travel to the U.S. remaining strong in 2013.

Figure 5 HPI half-yearly breakdown North America from H1 2004 to H2 2012



North America moving forward

- Average hotel prices in North America rose 5% in 2012, the second highest rise around the world, beating the global rise and equalling its 2011 increase, thereby recording two strong years of growth.

- The good news for travellers was that the North American HPI was still ten points behind its 2007 peak, standing at just 107, the same level as in 2005 and matching the global figure.
- Rates in the US fell the farthest following the global banking collapse and this result is a significant recovery from the 2009 low of 96.

Matthew Walls
Vice President
Hotels.com EMEA

Whilst hotel prices across Europe have remained relatively flat overall in 2012, the average hides some really interesting shifts in demand at the country and destination level.

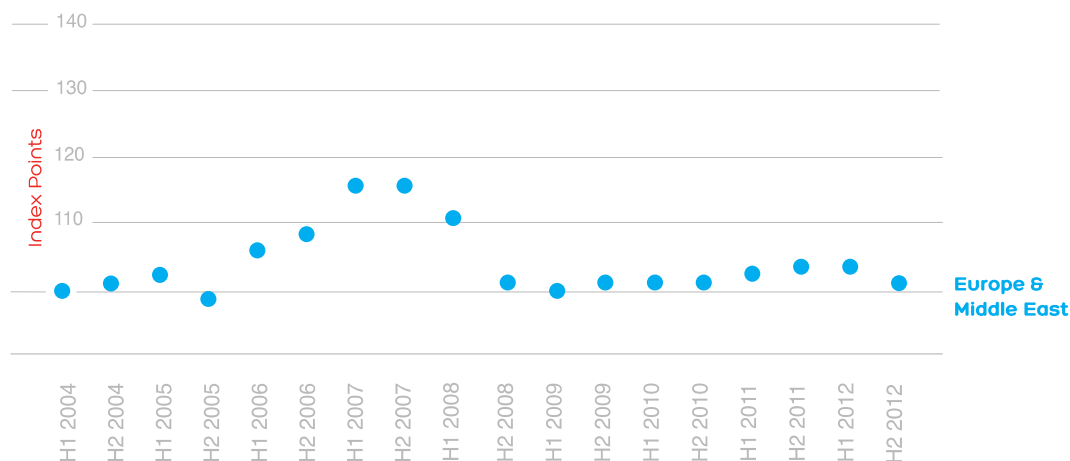
There is no doubt that the much publicised economic downturn has impacted hotel prices, especially in the Southern part of the Eurozone. Hoteliers in Greece, Italy and Turkey certainly had to tighten their belts, but this resulted in a surge in great deals especially in the lead up to the summer season.

We've also seen a corresponding strengthening in demand, and hence pricing, in the countries whose economies have remained in relative health. Average hotel rates paid have risen in Germany, Norway and Sweden compared to 2011 and have really rebounded in Iceland since their "dark days" of 2010.

Whilst the overall volume of trips to long-haul destinations is much smaller than the short-haul and domestic market, we've seen a strong resurgence in demand for far-flung markets. Average prices paid by European customers for Latin America, the USA and Australasia have risen on the back of stronger demand. In the Caribbean, resorts were offering all-inclusive rates, helping customers manage their holiday budget more accurately.

The 2012 Olympics and Paralympics in London was big news in 2012. Such a large event inevitably caused volatility in London hotel pricing with significant rises at the start of the year. Once the organising committee, LOCOG, started releasing the blocks of rooms they were holding, and hoteliers realised demand was not going to be as strong as hoped, pricing fell significantly. These adjustments seemed to coincide with a late surge in demand from the domestic market and so overall the hotel market was able to contribute to the overall success of what was a fantastic event.

Figure 6 HPI half-yearly breakdown EMEA from H1 2004 to H2 2012

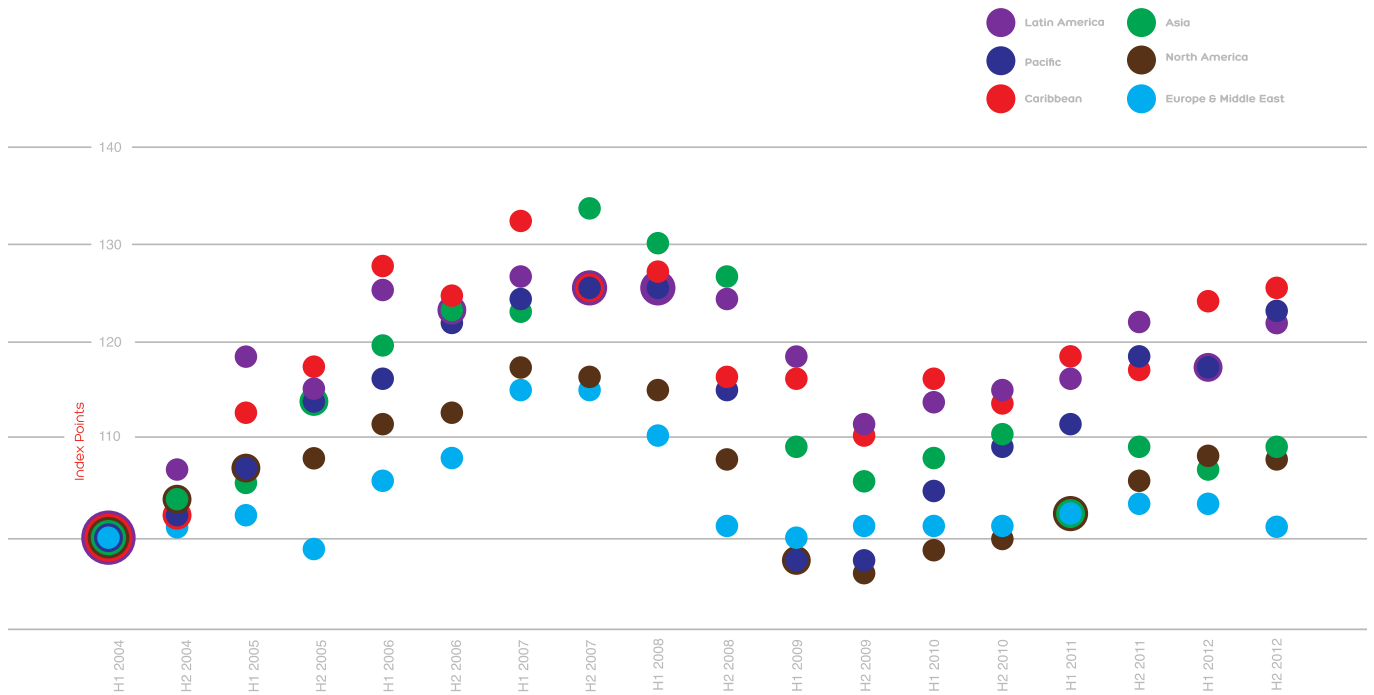


Slight drop in Europe and Middle East

- Average hotel prices across Europe and the Middle East followed a different pattern, registering a fall of just under half a per cent during 2012, well behind the global figure and also down on 2011 which saw a 2% rise.

- The HPI for the region for 2012 stood at 101, the lowest of all the regions, only just higher than its starting level in 2004 and significantly behind its 2007 peak of 116.
- Europe has been badly affected by the economic crisis in the Eurozone and the Middle East suffered a lack of confidence in travel during the Arab Spring of 2011, although some destinations have bounced back.

Figure 7 HPI half-yearly breakdown from H1 2004 to H2 2012



2. TRAVEL HABITS

Top overseas destinations for Malaysian travellers

The list of top overseas destinations for travellers from Malaysia was a mixture of major cities and popular holiday destinations in Asia as well as two European capitals and one Australian city.

Close neighbour Singapore took the top slot followed by another city reached by a short journey from the country with Bangkok in second place. Hong Kong took the third spot with the first of the Japanese destinations, Tokyo, at No. 4, Osaka at No. 6 and Kyoto at No. 19.

In its Olympic year, London was the most popular European destination taking fifth place with Paris at No. 16. The first of the holiday hotspots, Bali, was at No. 7, Phuket at No. 9 with Siem Reap at No. 18. China also occupied three places with Guangzhou at No. 12, Shanghai at No. 13 and Beijing at No. 14.

The other positions were taken by some of the largest cities in Asia with Seoul at No. 8, Taipei at No. 10, Ho Chi Minh City at No. 11, Jakarta at No. 15 and Bandung at No. 20. Sydney was the only Australian entrant at No. 17.

Figure 8: Top overseas destinations for Malaysian travellers in 2012

Rank	Destination
1	Singapore
2	Bangkok
3	Hong Kong
4	Tokyo
5	London
6	Osaka
7	Bali
8	Seoul
9	Phuket
10	Taipei
11	Ho Chi Minh City
12	Guangzhou
13	Shanghai
14	Beijing
15	Jakarta
16	Paris
17	Sydney
18	Siem Reap
19	Kyoto
20	Bandung

Top Malaysian destinations for overseas travellers

Tourism has become Malaysia's third largest source of income from foreign investment and was ranked ninth on the list of the most visited places in the world in 2012. The top source markets are Singapore, Indonesia, China, Thailand and Brunei, with the Australians in seventh place and the UK, the top European nation, in tenth place. The country has seen growth in the budget hotel sector in particular in recent years, catering to backpackers and other budget-conscious travellers.

As one of the world's most visited cities, the capital Kuala Lumpur took the top slot in the 2012 chart with guests attracted by the city's relatively low costs as well as good food and the opportunity to shop in one of its 66 malls. The Petronas Twin Towers, the world's tallest twin towers, are another draw.

The country has a number of tropical islands that appeal to holidaymakers, filling three slots in the chart with Penang at No. 2, Langkawi at No. 3 and Pulau Perhentian Besar at No. 10.

A spread of destinations across the country filled the rest of the table with Sabah at No. 4, Melaka with its historic centre a UNESCO World Heritage Site at No. 5, followed by Johor Bahru, the gateway to Singapore at No. 6, Kuching, the capital of Sarawak, at No. 7, the hill resort of Genting Highlands at No. 8 and Tanah Rata in the Cameron Highlands at No. 9.

Figure 9: Top Malaysian destinations for overseas travellers in 2012

Rank	Destination
1	Kuala Lumpur
2	Penang
3	Langkawi
4	Sabah
5	Melaka
6	Johor Bahru
7	Kuching
8	Genting Highlands
9	Tanah Rata
10	Pulau Perhentian Besar

3. TRAVEL TALK

New York never sleeps – to the joy of global travellers

Whether suffering from insomnia or just needing a big night out: New York is *the* city to visit for nightlife, according to a recent survey by the hotels expert Hotels.com. The survey, which questioned 27,000 travellers from around the world, shows that the Big Apple is globally the most favoured city when it comes to night-time entertainment.

While gamblers' paradise Las Vegas is the globetrotters' second favourite choice, London beat off some strong competition to come in at a very respectable third place.

The survey also reveals that six out of the Top Ten cities are in Europe. As well as London; Paris, Barcelona, Berlin, Amsterdam and Madrid all make it into the world's favourite list showing that Europe is the clubbing continent of choice. Los Angeles and Bangkok completed the Top Ten.

"New York and Las Vegas always provide an amazing travel adventure. But it is the variety amongst the European cities that makes them so interesting and exciting for travellers from all around the globe," said Alison Couper from Hotels.com. "There are many different experiences to be gained on the continent, whether it's a night out in the infamous clubs of Berlin, the floating restaurants in Amsterdam or the small, intimate bars and music venues of Paris, although it's nice to see that London is coming in above even these notorious party capitals!"

The world's Top Ten cities for a big night out

Position	City
1	New York
2	Las Vegas
3	London
4	Paris
5	Barcelona
6	Berlin
7	Amsterdam
8	Madrid
9	Los Angeles
10	Bangkok

London first in taxi rank

London cabs were voted the best taxis in the world for the fifth year in a row in 2012, according to the annual global taxi survey from Hotels.com. London claimed 11% of the votes, followed by New York with 6.4% and Tokyo with 5.6%.

The world's best taxis:

Rank	City	% of votes
1	LONDON	11%
2	New York	6.4%
3	Tokyo	5.6%
4	Shanghai	4.8%
5	Bangkok	4.3%

Travellers voted in seven categories, of which London's iconic black cabs, that have been around in some form since the 17th century, led in five. These included friendliness, knowledge of the area, cleanliness, safety and quality of driving. However, the classic black taxis were also voted worst for value. Bangkok topped the list for best value while New York pipped London to the post as the best city for availability with their famous yellow cabs.

Taxis in Asian countries rose in popularity, with Tokyo, Shanghai and Bangkok all qualifying for coveted spots in the top five.

The Hotels.com taxi survey also revealed some of the unconventional activities that travellers from around the world get up to on their taxi journeys, including falling asleep (56%), kissing in the backseat (26%) and touching up hair/makeup (19%).

The UK has been revealed as one of the most frisky nations, with 13% confessing to 'becoming amorous' in the back of a cab, which is well above the global average of 6%. The survey also revealed some of the strange items left behind in UK cabs including an accordion, knickers and condoms!

Home-from-Hotel

Global travellers are looking for a home-from-home experience when they stay in a hotel according to the latest research from leading online accommodation booking service, Hotels.com. Topping the list of must-have hotel amenities are free Wi-Fi and free food and beverages, with caffeine being a must. All the rest is just, well... extra.

Staying Connected...for Free

- 34 per cent say free Wi-Fi is the number one factor in choosing a hotel, even on leisure stays.
- 56 per cent of respondents said free Wi-Fi was their number one must-have when travelling for business.
- 66 per cent indicated free Wi-Fi is the amenity they most wish would become standard at all hotels in 2013.

Free Wi-Fi trumps both free parking and complimentary breakfast when it comes to choosing a hotel for both leisure and business travel, showing that access to the online world is a necessity for modern-day travellers with over a third still looking to stay connected whilst on their holidays. In fact just 11 per cent of global travellers said they would be willing to pay for Wi-Fi when staying in a hotel.

The Perk of New Technology – Favourite “Modern” In-Room Amenity

It would seem that the technological creature comforts of home are also high on the priority list for travellers with 23 per cent choosing high-end coffee makers as their top modern in hotel room amenity. Totally wired rooms which are completely controlled by one remote for any need took 20 per cent of the vote. Guests also indicated they would like to enjoy that much-wanted free Wi-Fi on hotel-provided tablets for guest information, room service and local guides.

It’s the Little Things that Count – Most Appreciated Simple Amenity

Keeping hydrated when travelling is important to hotel guests with 43 per cent choosing complimentary bottled water as the most appreciated simple amenity. Only respondents from Taiwan, Hong Kong and Brazil rated free power adaptors above bottled water.

The Way to Hotel Guests’ Hearts – Through Their Stomachs!

- Free breakfast ranked as the favourite (31 per cent) non-tech item global travellers want to see become standard at all hotels in 2013.
- Happy hours, wine tastings or any other time with free food and drinks is 42 per cent of global travellers’ favourite newly offered hotel service amenity, with international breakfast options coming in second (19 per cent).
- Travellers cite unlimited free food and beverages as their most (23 per cent) missed comfort from home when travelling. Another 14 per cent said they miss access to cooking in their kitchen the most.

Five-Star Life – The Highs and Lows of Luxury Perks

- 26 per cent say their favourite amenity while staying at a luxury hotel is the high end fitness centre and/or spa, while designer toiletries also rank highly (21 per cent).
- While travellers enjoy their time living the highlife, the promotion of bath menus/bath butlers (26 per cent) and turn down service (24 per cent) as amenities simply aren’t of interest according to survey respondents.

- More than half of respondents (54 per cent) chose the complimentary use of a Rolls Royce Phantom as the “outrageous” luxury hotel amenity they’d most like to experience. No real surprise there!
The surreal car ride beat out access to a tea sommelier (nine per cent), in-room mixologist (nine per cent), and fragrance butler (five per cent) among other lesser desired extreme amenities.

HOTELS.COM HIGHLIGHTS OF 2012

2012 was a significant year for Hotels.com with the company passing several important milestones and achieving noteworthy results.

- In February, we unveiled our new global branding with a new colourful and bold logo, straplines and advertising. Over the past twenty years, Hotels.com has evolved from a phone-based sales company, to a primarily web-based enterprise and now to a global, fully integrated web, phone, social and mobile-booking business. It was therefore felt that our branding should reflect our position as a global industry leader.
- Welcome Rewards, the loyalty rewards programme for Hotels.com guests, launched two new levels in major markets, bringing added benefits, with Silver membership reached by booking 10 nights in a year and Gold with 30 nights.
- We launched apps for the Windows 7 and 8 platforms to join our portfolio of mobile apps for iPhone, Android and tablet. Collectively, Hotels.com apps have been downloaded around the world 15 million times since their launch in 2011.
- During the year, we launched two new websites: a Spanish version in the US for our Hispanic customers and a site in Hebrew to complement our existing English one in Israel, demonstrating our commitment to bringing the Hotels.com experience closer to our customers by providing more sites with localised and highly relevant and compelling content.
- Our UK site reached its tenth anniversary during the year. It was the first international Hotels.com website launched in 2002 and continues to be one of our most important.
- Hotels.com has won numerous awards over the years and 2012 brought a bumper crop.
 - ByteLevel recognised Hotels.com as a Top 5 Best Global Website for 2012. The ByteLevel report card evaluated websites on global reach, global navigation, global/mobile architecture and localisation and social efforts.
 - Hotels.com was once again named Best Overall Customer Experience, according to a study by Keynote Competitive Research, in the US and also won Best Brand Impact in the UK, in addition to ranking second for Best Overall Customer Experience, Conversion Impact and Customer Satisfaction.
 - Also in the UK, Hotels.com was officially named a CoolBrand in an influential annual survey to identify the country's coolest brands.
 - In Russia, Hotels.com won the Best Booking Engine category in the inaugural Moya Planeta awards and was shortlisted in the Best Mobile App section.
 - At year-end, we also learned that Hotels.com in the UK, as part of the wider Expedia.com Ltd family, was amongst the Top 100 Best Places to Work with the highest possible 3-star accreditation status, according to the annual Sunday Times survey.

Hotels.com in numbers:

15 million	Hotels.com mobile apps downloaded
7 million	Customer reviews from guests who have actually stayed in the hotels
6 million	Welcome Rewards members
200,000	Bookable properties available on the site
85+	Localised Hotels.com websites around the world
35	Languages

ABOUT HOTELS.COM

Hotels.com is a leading online accommodation booking website with almost 200,000 properties around the world, ranging from international chains and all-inclusive resorts to local favourites and bed & breakfasts, together with all the information needed to book the perfect stay. There are more than 85 Hotels.com sites worldwide in Europe, North, Central and South America, Asia Pacific, the Middle East and South Africa, the majority of which are in localised languages. The first international site was launched in the UK in 2002, the Malaysian site opened in 2009 and the latest addition was the Hebrew site in 2012.

Hotels.com benefits from one of the largest hotel contracting teams in the industry, negotiating the best rates for its customers, and offers frequent sales, special deals and promotions. Regular customer e-newsletters provide exclusive offers and advance warning of up-coming sales. There are more than seven million reviews on the site from users who have actually stayed in the hotels to ensure customers can make an informed choice when booking.

Through its industry-leading loyalty programme Welcome Rewards available in all markets, customers can earn a free night for every 10 nights stayed at more than 85,000 hotels, subject to Welcome Rewards terms and conditions, as set out at www.hotels.com. Under its Price Match Guarantee, if a customer can find a lower price on a prepaid hotel, Hotels.com will refund the difference, subject to the Price Match terms and conditions set out on www.hotels.com.

Travellers can book online or by contacting one of the multilingual call centres. Special apps for mobile phones and tablets can also be downloaded at www.hotels.com/deals/mobile enabling customers to book on the go with access to 20,000 last minute deals.

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