

# The Hotel Price Index™

Review of global hotel prices: Jan-Dec 2012



Hotels.com

## 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 2012. 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% 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 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  
Expedia, Inc.

\* UNWTO World Tourism Barometer

\*\* Smith Travel Research

\*\*\* China CAA Chief Li Jiaxing, 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.

The second section (Chapters 2-8) shows hotel prices across the world per room per night as paid by travellers from Singapore in 2012 compared with 2011. This shows the changes in real prices paid by Singapore consumers, reflecting both movements in exchange rates and hotel pricing. In Chapter 4, figures are compiled from global bookings in all currencies.

Prices are rounded to the nearest Singapore Dollar


and percentage figures to the nearest percentage point.

Chapter 9 covers the most popular overseas destinations for travellers from Singapore 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](mailto: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

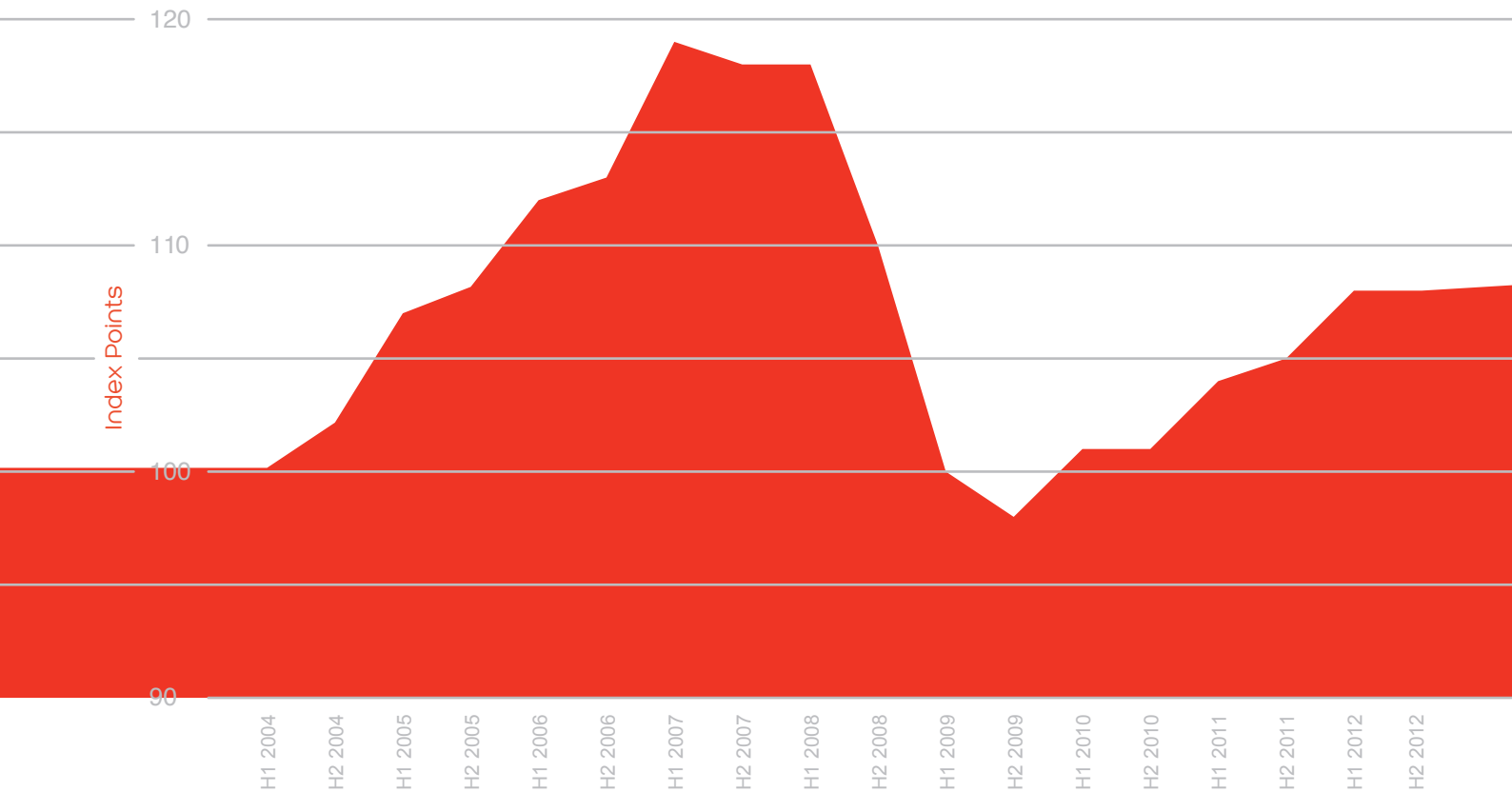
the Index was launched in 2004. The rate of increase has slowed when judged against the 4% rise in 2011.

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

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



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.

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 and coffee more than double.

Figure 2 Comparing the HPI with other global prices







**Johan Svanstrom**  
Vice President  
Hotels.com APAC

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.

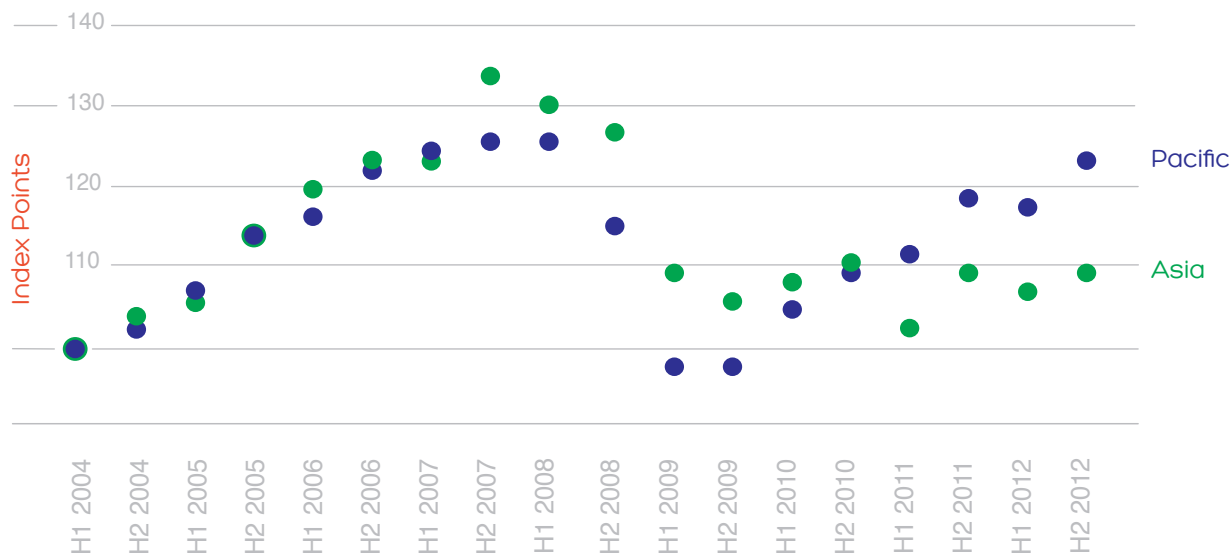
Behind the average number in 2012 is quite a roster of events moving prices up and down across the region. Examples include downward pressure on rates in India, due to a precipitous fall of the Rupee, travel demand shifts due to the politically sensitive situation around the islands in the East China 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, which includes Australia, New Zealand and the islands of the South Pacific, 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

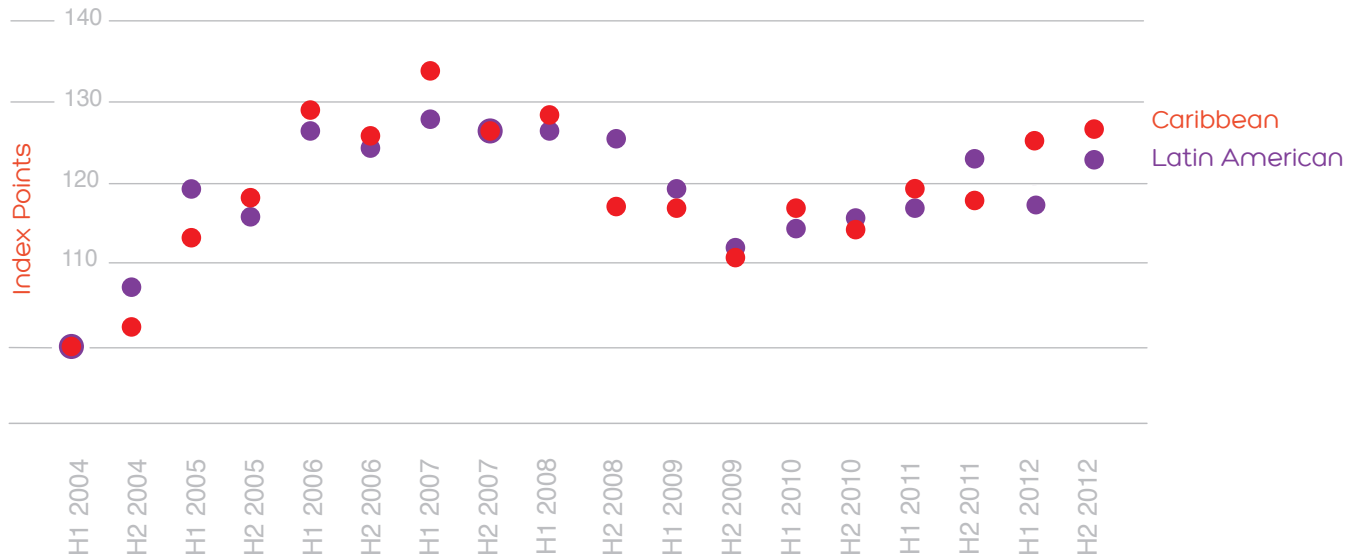
economic and political scenarios and strong domestic activity that has led to a more competitive scenario with plenty of promotions and discounts as hotels worked to attract local visitors.

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 and Caribbean 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.

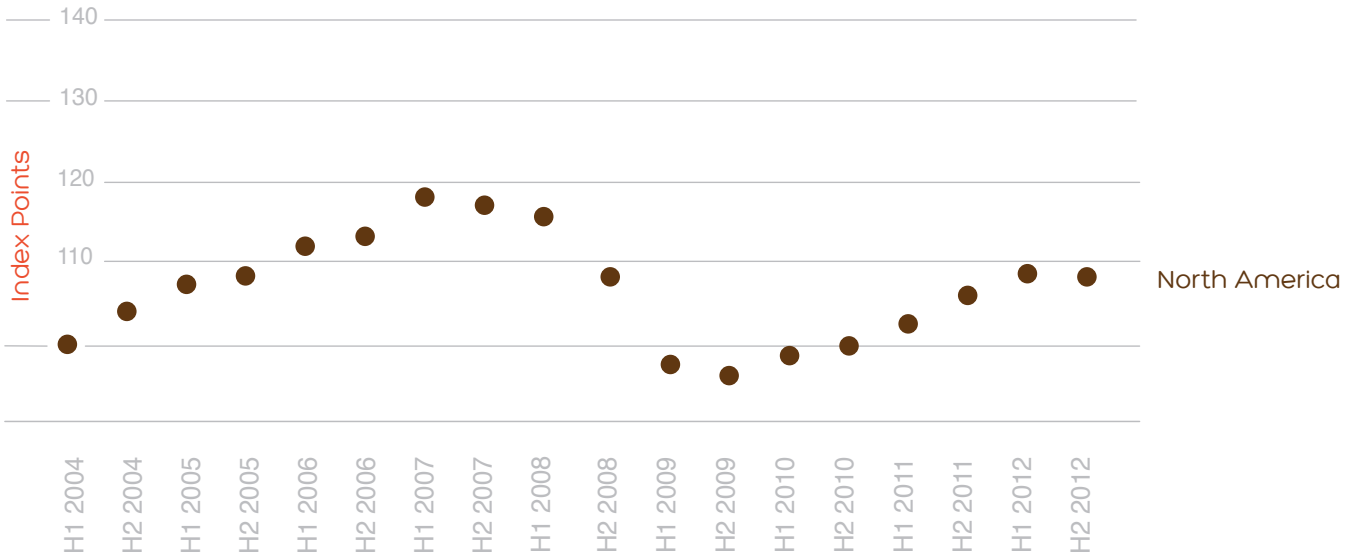
With airlines upgrading their terminals, more jets capable of long-distance flights added and visa procedures becoming smoother, the U.S. saw an influx of international visitors in 2012.

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.

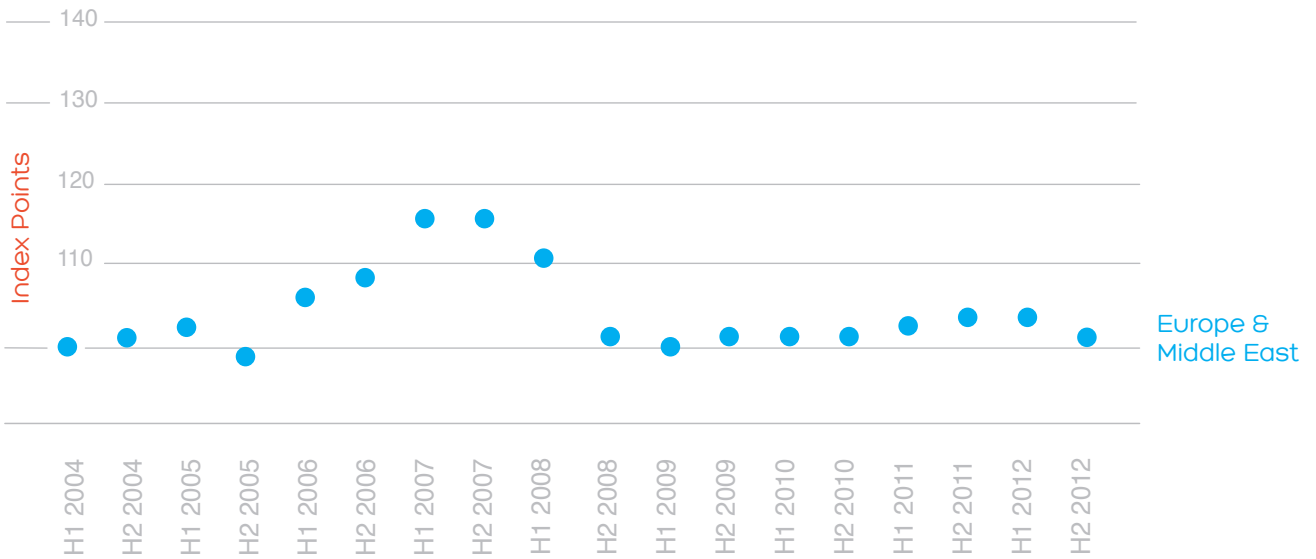
We've also seen a corresponding strengthening in demand, and hence pricing, in the countries whose economies have remained in relative health. Average hotel rates paid have risen in Germany, Norway and Sweden compared to 2011 and have really rebounded in Iceland since their "dark days" of 2010.

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

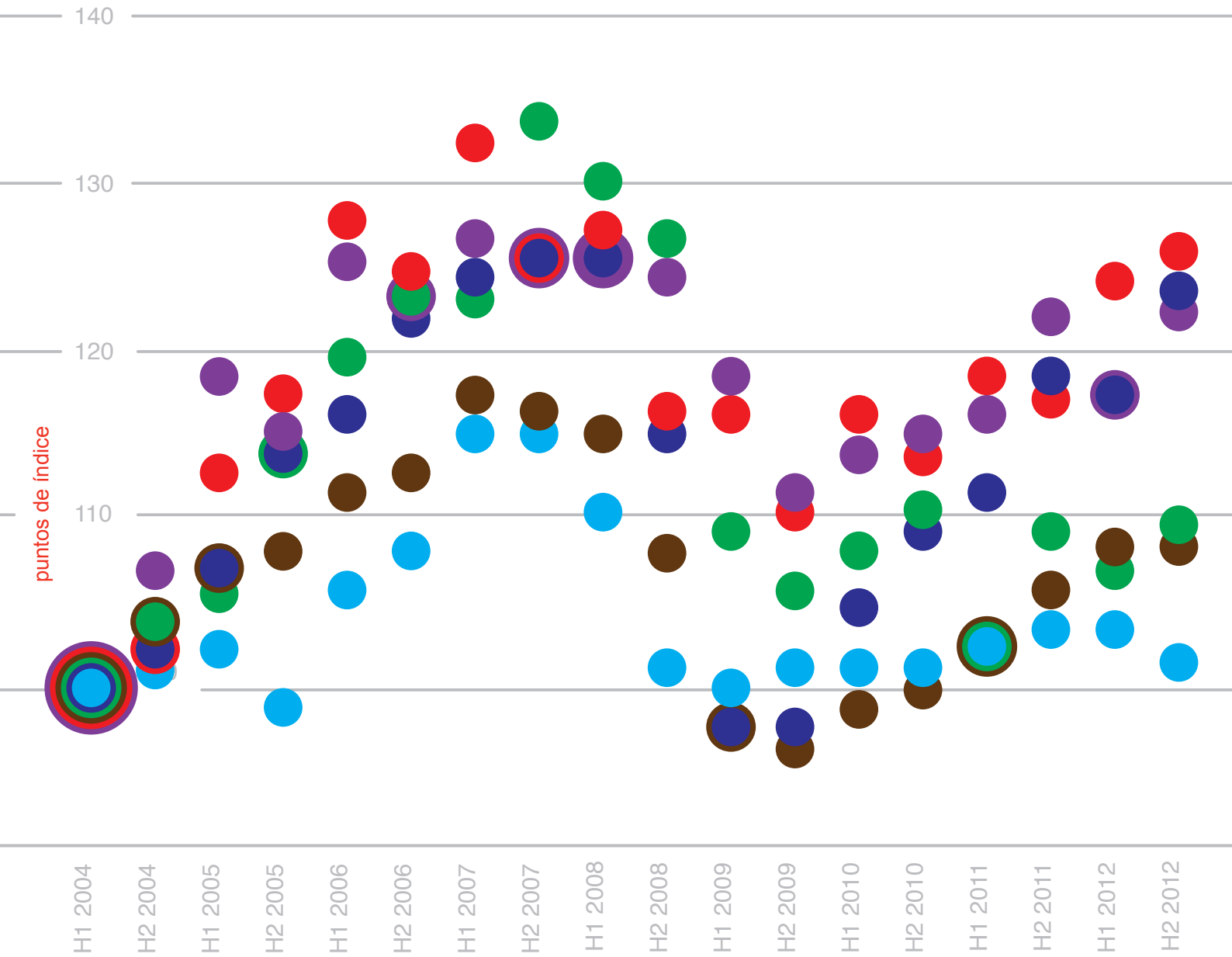
Average hotel prices across Europe and the Middle East followed a different pattern, registering a fall of just under half a % during 2012, well behind the global figure and also down on 2011 which saw a 2% rise.

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 by region from 2004 to 2012



## 2

### PRICE CHANGES IN GLOBAL CITY DESTINATIONS

The following sections reflect the actual prices paid by travellers from Singapore in Singapore Dollars during 2012, compared to prices paid in Singapore Dollars in 2011. One exception is Chapter 4 where the data shows prices paid in Singapore by

all travellers from around the world.

Travellers from Singapore paid the same or less in more than half of the destinations included in the HPI with the rises recorded mainly in the US and Asia and the falls in Europe, following the Eurozone crisis. Of the 76 cities included in the report, prices were down in 35, flat in four and up in 37.

### Ups and downs in Asia

There were several factors influencing the price rises across Asia during 2012: the return of travel to and from Japan following the disasters of 2011, the strength of the local economies, the continued rise in the number of Chinese travellers and an increase in flights by low cost carriers. However, there were mixed results across the region with price swings in both directions.

In Singapore, local travellers paid 2% less than 2011 with average rates falling to S\$239, as new hotel openings increased supply, driving down rates.

In the other major cities in the region, there were some healthy performers. Taipei increased 10% to S\$160, Seoul added 9% to reach S\$205 and Guangzhou rose 7% to S\$106. There was more modest growth in



London

Hong Kong, which also saw a number of new hotels opening, steadying its growth to 6% at S\$230. In Japan, Tokyo grew by the same percentage to S\$198, recovering from the natural and nuclear emergencies of early 2011, while Fukuoka rose 4% to S\$147, Kyoto added 2% to S\$199 and Osaka was flat on S\$157.

Three other destinations saw a 5% upswing with Bangkok, the most popular destination for travellers from Singapore in 2012, at S\$115, Beijing at S\$144 and Macau at S\$210. Three other favourites rose slightly with Jakarta up 3% to S\$161 and a 2% increase taking Kuala Lumpur to S\$141 and Shanghai to S\$139. Ho Chi Minh City was flat on S\$102.

Amongst the fallers, Phnom Penh dropped 15% to S\$79, making it the destination in the report where Singapore travellers paid the least on average



in 2012. Hanoi's decline was also in double-digits at 10% to S\$96, while Mumbai fell 8% to S\$208, following the drop in value of the Rupee.

In tourist destinations, the picture was also varied. In the Philippines, travellers from Singapore paid more in the resort of Boracay, which was up 33% to S\$216, making it the highest riser in the region, while Cebu fell 5% to S\$102. In Thailand,

the average in Chiang Mai grew 8% to S\$126, in Phuket by 7% to S\$165, in Krabi by 4% to S\$153 and in Pattaya by 3% to S\$116, whereas Koh Samui fell 5% to S\$256. Elsewhere, Siem Reap dropped 7% to S\$108 and in Malaysia, Penang was down 3% to S\$133 while Langkawi slipped 2% to S\$239.

## USA led the way

Travellers from Singapore parted with more for their hotel stays during 2012 in 11 of the 13 US destinations included in the HPI, as the stronger economy, coupled with increasing international and domestic travellers, drove some steep increases with nine appearing in the highest risers table.

Popular tourist destinations raced ahead, recording some of the steepest rises with Honolulu up 24% to S\$250, Anaheim, site of the Disneyland Resort, up 16% to S\$162, Miami up 14% to S\$255 and the theme park capital of Orlando up 11% to S\$142. The increase in Las Vegas was more reasonable at 7%, taking the gambling hotspot to S\$143.

The west coast also recorded a healthy performance with San Francisco jumping 12% to S\$234, Los Angeles

up 9% to S\$201, San Diego growing 7% to S\$172 and Seattle seeing a 6% upswing to S\$220. On the other side of the country, Boston climbed 9% to S\$280 and New York, the highest priced destination overall in the table, saw a 5% boost to S\$351.

The two cities in the report that bucked this trend were Washington DC, where rates were flat at an average S\$239 and Chicago, which fell 4% to S\$221.

## Eurozone crisis helped prices fall

Average hotel prices in Europe paid by travellers from Singapore fell substantially, helped very much by the economic situation in the Eurozone which deterred travel to and within the most affected countries.

There was a long string of 20 falls in the 24 European destinations



included in the report, both within and outside the economic zone. Some examples were Brussels, which earned the title of fastest faller with rates dropping 31% to S\$150 and Stockholm down 21% to S\$233. Athens, one of the destinations hardest hit by austerity measures, lost 19% to S\$143, making it the city in the region where travellers from Singapore paid the least. Prague saw the same percentage fall, taking it to S\$156. Other destinations that saw their averages tumble were Istanbul, down 18% to S\$187, with a 13% dip placing both Vienna and Oslo at S\$185 and S\$240 respectively, as well as Rome, down 10% to S\$221.

In the year which saw the city step into the global limelight with the Queen's Diamond Jubilee and the Olympic Games, London, the most popular European destination and the highest placed in the overall price table in sixth

place, fell 3% to S\$277.

Amongst the handful of climbers, Venice grew 8% to S\$285, Budapest added 3% to S\$155 and Singapore travellers paid just 1% more in Paris at S\$269.

### Australia drove the Pacific increase

The resources boom in Australia and the resultant increase in business traffic continued to drive prices higher for visitors during 2012, particularly for those visiting Western Australia where the average cost of a room in the capital Perth rose 19%, the fourth highest increase in the HPI, to S\$282, the highest average in the country.

Across the other side of the continent, Melbourne saw its average prices rise 8% to S\$211, with Sydney up 2% to S\$232, while Brisbane slipped 5% to S\$234.

### Around the world

Dubai, the most popular destination in the region, saw high occupancy drive its rates up 20% to S\$293 as more upmarket hotels opened.

Travellers to Canada from Singapore paid considerably less in 2012, with Toronto recording a 16% slide to S\$199 and Vancouver down 8% to S\$203.

**Table 1** Average hotel prices in 2012 compared with 2011 in Singapore Dollars

Destination	2012	2011	% change	Destination	2012	2011	% change
New York	\$351	\$334	5%	Florence	\$213	\$223	-5%
Dubai	\$293	\$245	20%	Barcelona	\$212	\$214	-1%
Venice	\$285	\$264	8%	Melbourne	\$211	\$196	8%
Perth	\$282	\$237	19%	Macau	\$210	\$201	5%
Boston	\$280	\$257	9%	Mumbai	\$208	\$226	-8%
London	\$277	\$286	-3%	Seoul	\$205	\$188	9%
Paris	\$269	\$267	1%	Vancouver	\$203	\$221	-8%
Zurich	\$268	\$273	-2%	Munich	\$202	\$216	-6%
Koh Samui	\$256	\$269	-5%	Los Angeles	\$201	\$185	9%
Miami	\$255	\$225	14%	Kyoto	\$199	\$195	2%
Honolulu	\$250	\$202	24%	Toronto	\$199	\$235	-16%
Milan	\$247	\$262	-6%	Tokyo	\$198	\$187	6%
Copenhagen	\$240	\$244	-2%	Edinburgh	\$196	\$208	-6%
Oslo	\$240	\$276	-13%	Delhi	\$192	\$191	0%
Washington DC	\$239	\$239	0%	Frankfurt	\$191	\$192	-1%
Langkawi	\$239	\$243	-2%	Istanbul	\$187	\$228	-18%
SINGAPORE	\$239	\$242	-2%	Vienna	\$185	\$213	-13%
Amsterdam	\$237	\$252	-6%	San Diego	\$172	\$161	7%
San Francisco	\$234	\$209	12%	Berlin	\$167	\$170	-2%
Brisbane	\$234	\$247	-5%	Phuket	\$165	\$155	7%
Stockholm	\$233	\$297	-21%	Anaheim	\$162	\$139	16%
Sydney	\$232	\$228	2%	Madrid	\$162	\$175	-8%
Bali	\$231	\$224	3%	Jakarta	\$161	\$157	3%
Hong Kong	\$230	\$216	6%	Taipei	\$160	\$146	10%
Rome	\$221	\$245	-10%	Osaka	\$157	\$156	0%
Chicago	\$221	\$230	-4%	Prague	\$156	\$191	-19%
Seattle	\$220	\$208	6%	Budapest	\$155	\$150	3%
Boracay	\$216	\$163	33%	Krabi	\$153	\$147	4%

**Table 1** Average hotel prices in 2012 compared with 2011 in Singapore Dollars

Destination	2012	2011	% change
Brussels	\$150	\$217	-31%
Fukuoka	\$147	\$141	4%
Auckland	\$147	\$154	-4%
Beijing	\$144	\$138	5%
Athens	\$143	\$177	-19%
Las Vegas	\$143	\$133	7%
Orlando	\$142	\$128	11%
Kuala Lumpur	\$141	\$139	2%
Shanghai	\$139	\$137	2%
Penang	\$133	\$137	-3%
Chiang Mai	\$126	\$117	8%
Pattaya	\$116	\$112	3%
Bangkok	\$115	\$110	5%
Manila	\$113	\$117	-4%
Siem Reap	\$108	\$116	-7%
Guangzhou	\$106	\$99	7%
Ho Chi Minh City	\$102	\$102	0%
Cebu	\$102	\$107	-5%
Hanoi	\$96	\$106	-10%
Phnom Penh	\$79	\$93	-15%

**Table 2** The biggest percentage price rises in 2012 compared with 2011 in Singapore Dollars

Destination	2012	2011	% change
Boracay	\$216	\$163	33%
Honolulu	\$250	\$202	24%
Dubai	\$293	\$245	20%
Perth	\$282	\$237	19%
Anaheim	\$162	\$139	16%
Miami	\$255	\$225	14%
San Francisco	\$234	\$209	12%
Orlando	\$142	\$128	11%
Taipei	\$160	\$146	10%
Seoul	\$205	\$188	9%
Boston	\$280	\$257	9%
Los Angeles	\$201	\$185	9%
Venice	\$285	\$264	8%
Chiang Mai	\$126	\$117	8%
Melbourne	\$211	\$196	8%
Las Vegas	\$143	\$133	7%
Guangzhou	\$106	\$99	7%
San Diego	\$172	\$161	7%
Phuket	\$165	\$155	7%
Hong Kong	\$230	\$216	6%
Tokyo	\$198	\$187	6%
Seattle	\$220	\$208	6%

**Table 3** The biggest percentage price falls in 2012 compared with 2011 in Singapore Dollars

Destination	2012	2011	% change
Brussels	\$150	\$217	-31%
Stockholm	\$233	\$297	-21%
Athens	\$143	\$177	-19%
Prague	\$156	\$191	-19%
Istanbul	\$187	\$228	-18%
Toronto	\$199	\$235	-16%
Phnom Penh	\$79	\$93	-15%
Vienna	\$185	\$213	-13%
Oslo	\$240	\$276	-13%
Rome	\$221	\$245	-10%
Hanoi	\$96	\$106	-10%
Vancouver	\$203	\$221	-8%
Mumbai	\$208	\$226	-8%
Madrid	\$162	\$175	-8%
Siem Reap	\$108	\$116	-7%
Munich	\$202	\$216	-6%
Amsterdam	\$237	\$252	-6%
Milan	\$247	\$262	-6%
Edinburgh	\$196	\$208	-6%
Brisbane	\$234	\$247	-5%
Koh Samui	\$256	\$269	-5%
Cebu	\$102	\$107	-5%
Florence	\$213	\$223	-5%



**Table 4** Best value European destinations in SGD

Destination	Price
Athens	\$143
Brussels	\$150
Budapest	\$155
Prague	\$156
Madrid	\$162
Berlin	\$167
Vienna	\$185
Istanbul	\$187
Frankfurt	\$191
Edinburgh	\$196

**Table 5** Top shopping cities around the world in SGD

Destination	Price
Bangkok	\$115
Berlin	\$167
Barcelona	\$212
Hong Kong	\$230
Singapore	\$239
Milan	\$247
Paris	\$269
London	\$277
Dubai	\$293
New York	\$351

**Table 6** Best value Asian backpacker destinations in SGD

Destination	Price
Phnom Penh	\$79
Hanoi	\$96
Cebu	\$102
Ho Chi Minh City	\$102
Guangzhou	\$106
Siem Reap	\$108
Manila	\$113
Bangkok	\$115
Pattaya	\$116
Chiang Mai	\$126

**Table 7** Best cities for nightlife in SGD\*

Destination	Price
New York	\$351
Las Vegas	\$143
London	\$277
Paris	\$269
Barcelona	\$212
Berlin	\$167
Amsterdam	\$237
Madrid	\$162
Los Angeles	\$201
Bangkok	\$115

**Table 8** Island destinations in SGD

Destination	Price
Cebu	\$102
Penang	\$133
Taiwan	\$156
Phuket	\$165
Boracay	\$216
Hong Kong	\$230
Bali	\$231
Langkawi	\$239
Honolulu	\$250
Koh Samui	\$256

**Table 9** World's largest economies in SGD

Destination	Price
USA	\$210
China	\$130
Japan	\$184
Germany	\$194
France	\$242
Brazil	\$337
United Kingdom	\$246
Italy	\$235
India	\$164
Russia	n/a

**Table 10** Best destinations for romance in SGD

Destination	Price
Siem Reap	\$108
Florence	\$213
Rome	\$221
Bali	\$231
Nice	\$231
Langkawi	\$239
Koh Samui	\$256
Paris	\$269
Venice	\$285
New York	\$351

**Table 11** Most 3-star Michelin restaurants in SGD

Destination	Price
Tokyo	\$198
Paris	\$269
New York	\$351
Kyoto	\$199
Hong Kong	\$230
Osaka	\$157
London	\$277
Chicago	\$221
Macau	\$210
Rome	\$221

\* as voted in a Hotels.com survey of 27,000 travellers around the world



San  
Francisco

\$234

↑ 12%

Las Vegas

\$143

↑ 7%

New York

\$351

↑ 5%

Oslo

\$240

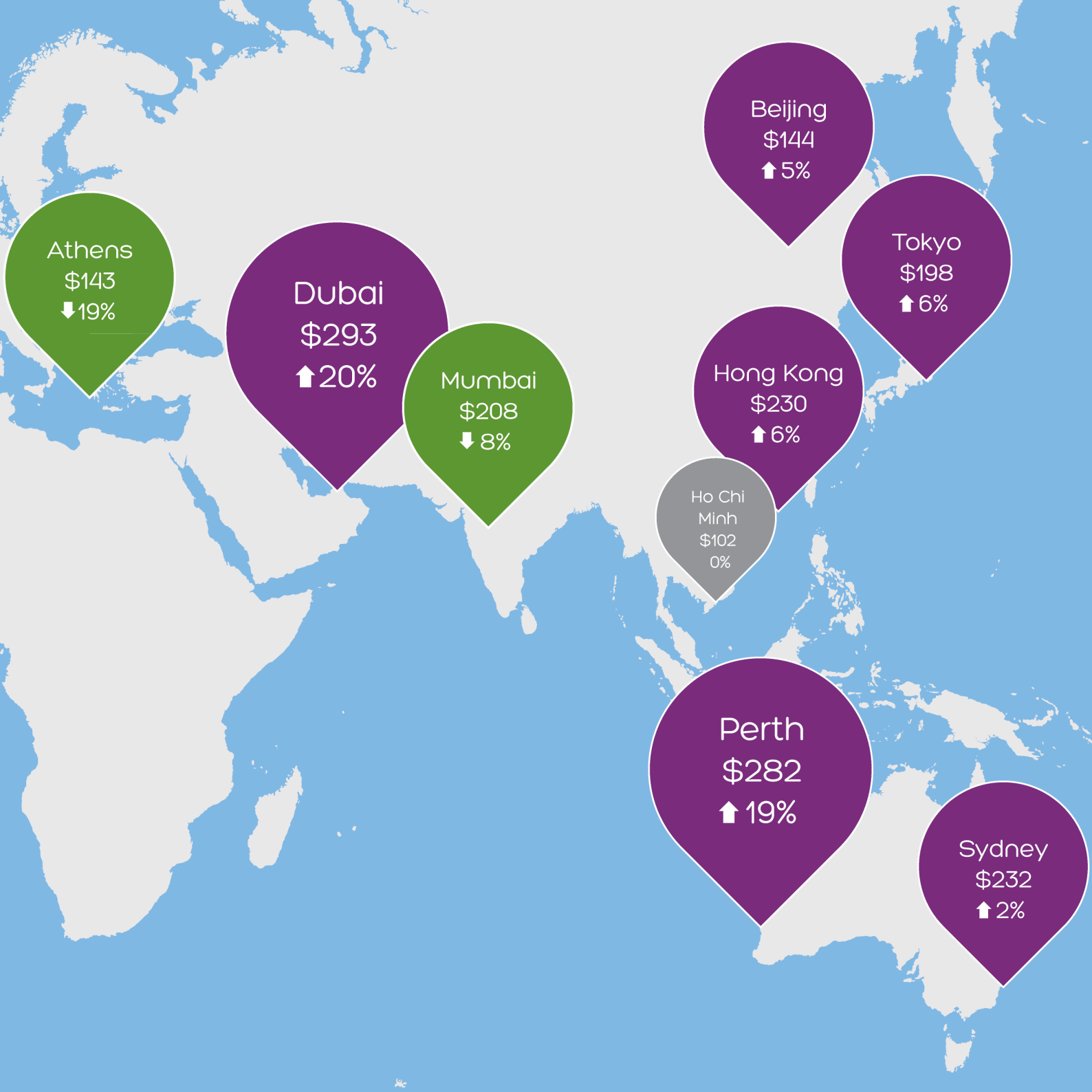
↓ 13%

London

\$277

↓ 3%

Global hotel price changes  
in 2012 compared with 2011



Athens  
\$143  
↓19%

Dubai  
\$293  
↑20%

Mumbai  
\$208  
↓8%

Beijing  
\$144  
↑5%

Tokyo  
\$198  
↑6%

Hong Kong  
\$230  
↑6%

Ho Chi Minh  
\$102  
0%

Perth  
\$282  
↑19%

Sydney  
\$232  
↑2%

## 3

## PRICE CHANGES BY COUNTRY

The picture was more pronounced at a national level. In 2012, travellers from Singapore parted with the same or less for their hotel rooms in two-thirds of the countries included in the HPI, with most of the falls coming in Europe triggered by the troubled situation in the Eurozone. The opposite was true closer

to home, where the overall increase in travel numbers, particularly from China, drove some relatively modest price rises in the region.

Of the 14 Asian destinations in the country chart, Singapore had the highest average rate of S\$239 in spite of a 2% fall. Elsewhere, travellers from the city-state saw the fastest increases in South Korea, up 9% to S\$204, Taiwan up 8% to S\$156

and the Philippines up 7% to S\$157. Going in the other direction, Cambodia saw a 10% cut to S\$99, the only country not in triple figures where visitors from Singapore paid the lowest average in the region.

It was a good story for travellers from Singapore in Europe, where the average price paid fell in 16 of the 18 destinations in the report. Switzerland was the highest European country in third place in the overall price table at S\$254, after a 10% fall, followed by Norway at S\$249, down 11%, and the United Kingdom at S\$246, dropping 4%. Belgium had the highest 26% fall to S\$156, with the Czech Republic down 19% to S\$155, followed by Sweden, down 17% to S\$224 and Portugal, down 13% to S\$145, becoming the European country where travellers from Singapore paid the least. The only two countries behaving differently were Hungary, up 3% to S\$155 and Finland,



Australia



where 2012 rates were the same as the previous year at S\$204.

With some other results from around the world, Brazil topped the table at S\$337, although the average fell 2%, while the United Arab Emirates, with its range of luxury hotels,

was in second place in the table on an average S\$278 after an 18% rise.

Of the 39 countries included in the report, travellers from Singapore paid more in 13, the same in two and less in 24.

**Figure 12** Average hotel prices by country in 2012 compared with 2011 in Singapore Dollars

Destination	2012	2011	% change
Brazil	\$337	\$343	-2%
United Arab Emirates	\$278	\$234	18%
Switzerland	\$254	\$282	-10%
Norway	\$249	\$278	-11%
United Kingdom	\$246	\$257	-4%
France	\$242	\$243	-1%
SINGAPORE	\$239	\$242	-2%
Denmark	\$238	\$244	-3%
Italy	\$235	\$246	-4%
Hong Kong	\$230	\$216	6%
Australia	\$226	\$218	4%
Sweden	\$224	\$271	-17%
Netherlands	\$223	\$238	-7%
Macau	\$210	\$201	5%
USA	\$210	\$198	6%
South Korea	\$204	\$187	9%
Finland	\$204	\$204	0%
Canada	\$203	\$217	-6%
Indonesia	\$194	\$194	0%
Germany	\$194	\$199	-2%

Destination	2012	2011	% change
Austria	\$193	\$200	-3%
Turkey	\$189	\$214	-12%
Japan	\$184	\$179	3%
Spain	\$184	\$193	-5%
South Africa	\$181	\$199	-9%
Greece	\$175	\$180	-3%
India	\$164	\$168	-3%
New Zealand	\$163	\$159	2%
Philippines	\$157	\$146	7%
Taiwan	\$156	\$145	8%
Belgium	\$156	\$211	-26%
Czech Republic	\$155	\$191	-19%
Hungary	\$155	\$150	3%
Portugal	\$145	\$167	-13%
Malaysia	\$144	\$147	-2%
Thailand	\$133	\$132	1%
China	\$130	\$127	3%
Vietnam	\$108	\$111	-2%
Cambodia	\$99	\$110	-10%

## 4

## TOP SPENDERS

Results for Singapore in 2012 were positive once again with more leisure and MICE travellers, mainly from Indonesia and mainland China. Several upmarket hotels opened, which eased the undersupply issue

with more in the pipeline. The Singapore Tourism Board launched several marketing campaigns in key markets and new low-cost airlines helped to bring visitors to the country. Global travellers paid an average S\$264 a night to stay in Singapore in 2012, the same level as in 2011.

One new piece of research included for the first time in this report looks at the average price paid for a hotel room in Singapore by visiting country. This shows that of the 31 nations included in the report, 16 paid more in 2012 than the previous year in the country as a whole, with one flat and 14 higher.



With a spread of S\$129 a night between the top and bottom of the table, it was visitors from Brazil that parted with the most money to stay in this country at S\$345, up 5% on 2011, followed by the Japanese at S\$331, parting with 4% less, and the Russians up 8% to S\$300.

After that, there was a good spread of

nationalities in the Top 10 with four more from Europe as well as one each from Asia, the Pacific and Latin America. Of the key inbound markets, Australia was at No. 4 with S\$284, the same as 2011, while the Chinese stood at No. 8 with S\$274, up 1%.

The sharpest risers were the Spanish, up 21% to S\$277 and the fastest

fallers were the Israelis, down 13% to S\$257.

In the bottom half of the chart, Indonesians, forming the largest visitor group to the country were No. 24 at S\$240, while those paying the least were travellers from Taiwan at S\$216, up 1%, followed by New Zealand at S\$227 with a 4% rise and the Indians at S\$235 after a 2% fall.



Hong Kong



**Table 13** The average price paid for a hotel room in Singapore in 2012 compared with 2011 by visiting country in Singapore Dollars

Ranking	Country/Region	2012	2011	% change
1	Brazil	\$345	\$328	5%
2	Japan	\$331	\$345	-4%
3	Russia	\$300	\$278	8%
4	Australia	\$284	\$283	0%
5=	Switzerland	\$278	\$295	-6%
5=	Norway	\$278	\$288	-4%
7	Spain	\$277	\$229	21%
8	China	\$274	\$272	1%
9	United Kingdom	\$273	\$269	1%
10	Mexico	\$272	\$279	-3%
11	South Africa	\$270	\$306	-12%
12	USA	\$268	\$271	-1%
13=	South Korea	\$266	\$255	4%
13=	Austria	\$266	\$226	18%
15	Ireland	\$257	\$291	-12%
16	Israel	\$257	\$295	-13%
17	France	\$248	\$256	-3%
18	Canada	\$247	\$252	-2%
19	Philippines	\$245	\$226	8%
20=	Germany	\$241	\$237	2%
20=	Italy	\$241	\$246	-2%
20=	Netherlands	\$241	\$266	-9%
20=	Denmark	\$241	\$234	3%
24	Indonesia	\$240	\$203	18%
25	Sweden	\$239	\$238	1%
26=	Thailand	\$237	\$204	16%
26=	Hong Kong	\$237	\$212	11%
28	Finland	\$236	\$244	-3%
29	India	\$235	\$240	-2%
30	New Zealand	\$227	\$218	4%
31	Taiwan	\$216	\$213	1%

## PRICES PAID AT HOME AND AWAY

### Travelling abroad

Travellers from Singapore were in the middle of the table of top spenders abroad at No. 17, with an average figure of S\$180 a night.

The Japanese spent the most away from home once again at S\$233, followed by the Australians at S\$217, with the Americans and the Swiss tied in third place at S\$213.

There was one other Asian nation in the Top 10 with China at No. 5 at S\$211 as well as three more Europeans with the Norwegians at No. 6 at S\$209, the Russians at No. 8 at S\$201 and the British at No. 10 at S\$197, tied with New Zealanders and Swedes. Two Latin American nations

completed the top of the chart with Brazil at No. 7 at S\$205 and Argentina at No. 9 at S\$200.

The Spanish were the savviest nationality overall, with an average spend of S\$164 at the bottom of the table, followed by the Dutch at S\$166 and the Mexicans at S\$167.

### Travelling at home

With a span of S\$131 between the top and bottom of the chart, it was the opposite picture for travellers from Singapore, as they were almost at the top of the chart of top spenders using their local hotels at No. 2 at S\$233.

Swiss travellers paid the most at S\$241 for a night travelling domestically, with the Norwegians in third at S\$231.

The Australians were in fourth place at S\$222 and there was one more Asian nation in the Top 10 with

South Korea at No. 6 at S\$194. For Europe, Sweden came in fifth at S\$202 with Denmark at No. 8 at S\$186 and Russia at No. 9 at S\$185. The Canadians completed the Top 10 at at S\$179.

At the other end of the table, those looking for best value at home were the Indians at S\$110 a night, followed by the Portuguese at S\$113 and the Spanish at S\$117.

### More at home or away?

Of the 29 countries analysed, 20 paid more abroad than at home, with some of them having a considerable gap between the two sums. The Chinese spent S\$81 a night more on average when travelling abroad, followed by the Argentinians at S\$67 and the Indians at S\$66.

Only nine nations paid more at home than away.

Travellers from Singapore had the greatest difference, spending S\$53 more domestically than abroad, followed by the Swiss with a S\$241 variation and the Norwegians with S\$22.



**Table 14** Average room prices paid by travellers when travelling overseas versus those paid within their own countries in Singapore Dollars

	<b>Country</b>	<b>Away</b>		<b>Country</b>	<b>Home</b>
1	Japan	\$233	1	Switzerland	\$241
2	Australia	\$217	2	SINGAPORE	\$233
3=	USA	\$213	3	Norway	\$231
3=	Switzerland	\$213	4	Australia	\$222
5	China	\$211	5	Sweden	\$202
6	Norway	\$209	6	South Korea	\$194
7	Brazil	\$205	7	Hong Kong	\$193
8	Russia	\$201	8	Denmark	\$186
9	Argentina	\$200	9	Russia	\$185
10=	United Kingdom	\$197	10	Canada	\$179
10=	New Zealand	\$197	11=	Finland	\$176
10=	Sweden	\$197	11=	Japan	\$176
13	Canada	\$187	13	Brazil	\$166
14	Colombia	\$186	14	Colombia	\$165
15	Austria	\$185	15	United Kingdom	\$162
16	Ireland	\$184	16	USA	\$157
17=	SINGAPORE	\$180	17	Austria	\$152
17=	Hong Kong	\$180	18	Netherlands	\$150
19=	Denmark	\$179	19	Mexico	\$145
19=	South Korea	\$179	20	Germany	\$142
21	India	\$176	21	Italy	\$141
22	Italy	\$172	22	Ireland	\$136
23=	Finland	\$169	23	New Zealand	\$134
23=	France	\$169	24	Argentina	\$133
23=	Germany	\$169	25	France	\$131
26	Portugal	\$168	26	China	\$130
27	Mexico	\$167	27	Spain	\$117
28	Netherlands	\$166	28	Portugal	\$113
29	Spain	\$164	29	India	\$110

## WHERE TO STAY FOR S\$250 A NIGHT

Anyone looking for a great value luxury city break from Singapore were able to consider a choice of destinations in Asia and Europe, with Bangkok, Budapest, Guangzhou and Prague all having 5-star accommodation available for S\$250 or less a night on average during 2012.

There was a much wider selection of 4-star rooms for an average of S\$250 or less in 21 destinations around the world. There were nine in Europe including perennial favourites such as Barcelona, Berlin and Rome, eight in Asia including Beijing, Seoul and Taipei, as well as Dubai, Las Vegas and Sydney.

This sum could also buy 3-star lodging in another 17 cities, including Singapore as well as Hong Kong and Tokyo, but only 2-star in New York.

### Budapest



### London



### New York



**Table 15** The star rating that can be purchased with S\$250 a night on average in the world's top cities

Destination	S\$250	Destination	S\$250
Bangkok	★★★★★	Sydney	★★★★★
Budapest	★★★★★	Taipei	★★★★★
Guangzhou	★★★★★	Vienna	★★★★★
Prague	★★★★★	Chicago	★★★
Amsterdam	★★★★★	Copenhagen	★★★
Bali	★★★★★	Hong Kong	★★★
Barcelona	★★★★★	London	★★★
Beijing	★★★★★	Los Angeles	★★★
Berlin	★★★★★	Miami	★★★
Delhi	★★★★★	Orlando	★★★
Dubai	★★★★★	Paris	★★★
Frankfurt	★★★★★	San Francisco	★★★
Istanbul	★★★★★	Seattle	★★★
Jakarta	★★★★★	SINGAPORE	★★★
Las Vegas	★★★★★	Tokyo	★★★
Melbourne	★★★★★	Toronto	★★★
Milan	★★★★★	Vancouver	★★★
Mumbai	★★★★★	Venice	★★★
Munich	★★★★★	Washington DC	★★★
Rome	★★★★★	Zurich	★★★
Seoul	★★★★★	New York	★★
Shanghai	★★★★★		

## AVERAGE ROOM PRICES BY STAR RATING

For the HPI, Hotels.com analysed the average prices paid in Singapore Dollars for hotel rooms across different star ratings in the world's top cities, to help consumers make the most of their travel budget. With 5-star rates starting at a cost-effective S\$206 but rocketing as high as an extravagant S\$856 on average, it makes sense to shop around and research a range of destinations before making a decision on where to go, particularly for a special occasion.

At the top of the 5-star range at S\$856 was New York, followed by Venice at S\$708 and Milan in third place at S\$539. Singapore only had a slightly better value with an average S\$495 a night, placing it in the Top 10 highest averages.

Guangzhou offered the best deal on 5-star accommodation with average prices of S\$206 a night, followed by Budapest at S\$216 and Bangkok at S\$224, good news for visitors from Singapore as this was their most popular foreign destination in 2012.

The Thai capital also had the lowest 4-star at S\$133, while Shanghai stood at S\$140 followed by Beijing and Budapest at S\$144. Singapore found it harder to compete at this level, offering an average S\$272,

more than twice the price of the best value rate.

For the more budget-minded, at the other end of the scale, Bangkok again offered the lowest 2-star prices at a very affordable S\$41, with Shanghai next at S\$53 and Bali at S\$59. This meant that Singaporeans could have had 12 nights in Bangkok for less than the price of one 5-star night at home.

For an inexpensive trip in the US, Las Vegas had an unbeatable S\$93 2-star average.



**Table 16** Average hotel room prices by star rating during 2012 in Singapore Dollars

Destination	★★	★★★	★★★★	★★★★★
Amsterdam	n/a	\$202	\$249	\$317
Bangkok	\$41	\$81	\$133	\$224
Bali	\$59	\$120	\$213	\$456
Barcelona	n/a	\$182	\$211	\$377
Beijing	\$78	\$99	\$144	\$280
Berlin	n/a	\$116	\$166	\$264
Budapest	n/a	\$82	\$144	\$216
Chicago	\$117	\$221	\$273	n/a
Copenhagen	\$142	\$204	\$288	n/a
Delhi	n/a	\$104	\$218	\$263
Dubai	\$113	\$170	\$215	\$462
Frankfurt	n/a	\$147	\$181	\$283
Guangzhou	n/a	\$75	\$146	\$206
Hong Kong	\$101	\$189	\$260	\$388
Istanbul	n/a	\$112	\$173	\$300
Jakarta	\$60	\$94	\$160	\$346
Las Vegas	\$93	\$92	\$150	\$259
London	\$143	\$202	\$294	\$500
Los Angeles	\$132	\$193	\$320	n/a
Melbourne	n/a	\$159	\$215	\$351
Miami	\$189	\$225	\$391	n/a

Destination	★★	★★★	★★★★	★★★★★
Milan	n/a	\$165	\$235	\$539
Mumbai	n/a	\$127	\$176	\$278
Munich	n/a	\$186	\$211	\$301
New York	\$232	\$318	\$419	\$856
Orlando	\$106	\$136	\$282	n/a
Paris	\$167	\$222	\$320	\$535
Prague	n/a	\$109	\$153	\$240
Rome	n/a	\$178	\$234	\$395
San Francisco	\$153	\$234	\$288	n/a
Seattle	\$157	\$229	\$321	n/a
Seoul	\$117	\$178	\$230	\$373
Shanghai	\$53	\$98	\$140	\$265
SINGAPORE	\$109	\$203	\$272	\$495
Sydney	n/a	\$161	\$239	\$338
Taipei	\$98	\$134	\$204	\$452
Tokyo	\$112	\$176	\$279	\$534
Toronto	\$155	\$185	\$273	n/a
Vancouver	\$143	\$206	\$253	n/a
Venice	n/a	\$215	\$274	\$708
Vienna	n/a	\$148	\$162	\$289
Washington DC	\$169	\$241	\$281	n/a
Zurich	n/a	\$223	\$288	\$338

**Hotel star ratings explained** - There is no universal star rating system. Each country has its own and, in some cases such as the UK, more than one. This means that travellers should be aware of a possible disparity of standards and facilities when booking rooms with the same star ratings in different countries.



**Table 17** Top 10 most expensive cities for 5-star hotels in 2012 in Singapore Dollars

Destination	Price
New York	\$856
Venice	\$708
Milan	\$539
Paris	\$535
Tokyo	\$534
London	\$500
SINGAPORE	\$495
Dubai	\$462
Bali	\$456
Taipei	\$452

**Table 18** Affordable luxury: Top 10 destinations with the best-value 5-star hotels in 2012 in Singapore Dollars

Destination	Price
Guangzhou	\$206
Budapest	\$216
Bali	\$224
Prague	\$240
Las Vegas	\$259
Delhi	\$263
Berlin	\$264
Shanghai	\$265
Mumbai	\$278
Beijing	\$280

## LUXURY FOR LESS

Travellers from Singapore searching for top-of-the-range hotel accommodation for less were able to benefit from some significant average price falls in 5- and 4-star hotels across the world during 2012.

With the economic woes in Europe, luxury breaks became considerably cheaper and many European cities appeared in the list with double-digit 5-star reductions. The highest were in Munich with a 21% drop to an average S\$301, Prague sliding 17% to S\$240, Frankfurt down 15% to S\$283 and Budapest with a 14% reduction to S\$216.

The highest Asian fallers were Delhi, falling 18% to S\$263 as the Rupee fell in value, and Guangzhou down 10% to S\$206. Las Vegas was also down by the same percentage to S\$259.

There were more tumbles in the 4-star range, primarily in Europe once again with Brussels down 23% to S\$146, followed by Edinburgh down 21% to S\$201, Vienna down 18% to S\$162, as well as Stockholm and Istanbul down 15% to S\$248 and S\$173 respectively. North America also gained in value with Washington DC down 18%

to S\$281, Vancouver falling 17% to S\$253 and Toronto losing 16% to S\$273.

Two Indian cities were the only Asian destinations in the 4-star list, with Mumbai down 11% to S\$176 and Delhi falling 9% to S\$218.



Las Vegas

**Table 19** Where prices at top-end hotels fell the most between 2012 and 2011 in Singapore Dollars

<b>Destination</b>	<b>Star Rating</b>	<b>2012</b>	<b>2011</b>	<b>% change</b>
Brussels	4	\$146	\$189	-23%
Edinburgh	4	\$201	\$256	-21%
Munich	5	\$301	\$379	-21%
Vienna	4	\$162	\$198	-18%
Washington DC	4	\$281	\$342	-18%
Delhi	5	\$263	\$320	-18%
Vancouver	4	\$253	\$305	-17%
Prague	5	\$240	\$289	-17%
Toronto	4	\$273	\$326	-16%
Stockholm	4	\$248	\$292	-15%
Frankfurt	5	\$283	\$334	-15%
Istanbul	4	\$173	\$203	-15%
Prague	4	\$153	\$177	-14%
Budapest	5	\$216	\$250	-14%
Mumbai	4	\$176	\$198	-11%
Guangzhou	5	\$206	\$230	-10%
Cape Town	4	\$186	\$206	-10%
Las Vegas	5	\$259	\$287	-10%
Delhi	4	\$218	\$241	-9%
Milan	4	\$235	\$259	-9%
Barcelona	4	\$211	\$232	-9%
Frankfurt	4	\$181	\$198	-9%
Mumbai	5	\$278	\$304	-9%
Amsterdam	5	\$317	\$344	-8%

## TRAVEL HABITS

### Top destinations abroad for travellers from Singapore

The 2012 list of top destinations abroad for travellers from Singapore shows some changing travel patterns with a new leader, some clear winners and losers, a new entrant and the US dropping down the chart.

In general, travellers from Singapore chose to stay closer to home with Asian destinations occupying 14 of the positions in the leaderboard, including the first nine of the Top 10. Bangkok took over from Hong Kong in the No. 1 position, pushing the 2011 winner into second place.

Seoul climbed two places to No. 6 and the two Japanese cities both gained one rung with Tokyo at No. 3 and Osaka at No. 11, but other local favourites were on the

slide with Taipei, Shanghai, Ho Chi Minh City and Beijing all dipping two slots.

Jakarta was the new arrival at No. 20, ousting Guangzhou from the list.

In its Olympic year, London jumped three places to arrive at No. 10, the only non-Asian destination in the top half of the chart but the highest riser was Sydney, jumping five positions to No. 15.

The three US destinations all saw their popularity fade with New York, down two places to No. 17 and both Las Vegas and San Francisco falling one each to Nos. 18 and 19 respectively.

**Table 20** Top Overseas destinations for travellers from Singapore in 2012

Rank	Destination
1	Bangkok
2	Hong Kong
3	Tokyo
4	Kuala Lumpur
5	Taipei
6	Seoul
7	Phuket
8	Shanghai
9	Bali
10	London
11	Osaka
12	Ho Chi Minh City
13	Beijing
14	Paris
15	Sydney
16	Penang
17	New York
18	Las Vegas
19	San Francisco
20	Jakarta

## TRAVEL TALK

### Singapore is world's second best nightlife city among locals

For Singaporeans suffering insomnia or just fancy a big night out: Bangkok is the city to visit for unparalleled nightlife. According to a recent global survey by Hotels.com, almost one in five Singaporean travellers voted the capital of Thailand as the world's best city to party in. Singapore was not too far off, with more than 17 per cent of revellers voting their home country to second spot.

"As the Singapore government continues to invest in the country

as a leading tourist destination, it has also further enhanced its attractiveness as a city to live, work and play in," said Rajiv Malhotra, Head of Marketing, Southeast Asia and India. "With the opening of new nightlife attractions such as Pangaea and Ku Dé Ta at the Marina Bay Sands, as well as Mink at the Pan Pacific Hotel, it has also helped in propelling Singapore as a world-class city with one of the most buzzing nightlives globally."

The survey, which involved 27,000 travellers from around the world, also revealed that while Singaporeans voted New York as their third favourite

party destination, the Big Apple topped the global list. Gamblers' paradise Las Vegas is the globetrotters' second favourite choice while London comes in at number three.

Although the gold and silver medal went to the US, six out of the Top Ten cities are in Europe. London, Paris, Barcelona, Berlin, Amsterdam and Madrid all made it into the world's favourite list while Los Angeles and Bangkok, as the only Asian city, complete the Top Ten.



## Safety ranked as most important quality for Singaporeans in taxis

Singaporeans have ranked safety as the most important quality for them in taxis, among others including friendliness, knowledge of the area, cleanliness, value, availability and quality of driving. This sentiment has been echoed by other Asian cities in the

Hotels.com annual global taxi survey, with Shanghai and Tokyo being making it to the Top 5 list for the world's safest taxis.

The survey also revealed some of the activities that passengers in Singapore get up to on their taxi journeys. It appears that Singaporeans are no time-wasters as all of the passengers surveyed spend most of their taxi journey texting and emailing on the phone as well as using the travel time to catch up on sleep. Some of the respondents also admitted to having kissed in the backseat of the taxi in the past.

## Other findings

On average, Singaporeans surveyed spend about S\$50 to S\$100 per month on cab fares

When asked what equipment or services they would like the taxis to be equipped with, most of the Singaporeans voted for stored value smart card as a payment option

The strangest items that passengers in Asia have left behind in a taxi include raw fish, a tortoise, a pair of socks and swimming trunks

The world's biggest spenders on taxis are Australia, while Italy splashes out on this mode of transport the least.



11%

LONDON



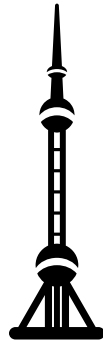
6.4%

NEW YORK



5.6%

TOKYO



4.8%

SHANGHAI



4.3%

BANGKOK

## SINGAPOREAN TRAVELLERS WANT TO STAY CONNECTED

Singaporean travellers are looking for a home away from home experience when they stay in a hotel, according to a global research from leading online accommodation booking service, Hotels.com. Topping the list of must-have hotel amenities for Singaporeans are free Wi-Fi, as well as free food and beverages, with caffeine being a definite must.

### Staying Connected... for Free

- 69% of Singaporean respondents said free Wi-Fi is their number one must-have when travelling for business.
- Similarly, 69% also indicated that free Wi-Fi is their top factor in choosing a hotel, even on leisure stays.

- 81% 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. With over two-thirds of local respondents still looking to stay connected whilst on their holidays, it's clear that access to the online world has now become a necessity for modern-day travellers. In fact, just 21% of Singaporean travellers said they would be willing to pay for Wi-Fi when staying in a hotel.

### The Perks of New Technology: Favourite "Modern" In-Room Amenity

The technological creature comforts of home are also high on the priority list for Singaporean travellers, with 31% choosing free Wi-Fi on hotel-provided

tablets for guest information, room service and local guides as their top modern in-room hotel amenity. Massage chairs or foot massagers took 22% of the vote. Thirteen per cent of guests also indicated that they would like rooms that are wired so that lighting, TV, shades, temperature, room service, etc. can be controlled with one remote.

### It's the Little Things that Count: Most Appreciated Simple Amenity

Keeping hydrated when travelling is important to Singaporean hotel guests, with 26% choosing complimentary bottled water as the most appreciated simple amenity. 20% of local respondents also rated the importance of power adaptors and electrical outlets in their hotel rooms.

### The Way to Hotel Guests' Hearts: Through Their Stomachs!

- Free breakfast ranked as the favourite (34%) non-tech item Singaporean 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 39% of Singaporean travellers' favourite newly offered hotel service amenity, with international breakfast options coming in second (19%).
- Singaporean travellers cite unlimited free food and beverages as their most (22%) missed home comfort when travelling. Another 16% said they miss their bed and pillow the most.
- Five-Star Life: The Highs and Lows of Luxury Perks

- 41% of Singaporean travellers indicated that their favourite amenity at a luxury hotel is the designer toiletries.
- While the respondents enjoy their time living the high life, the promotion of bath menus/bath butlers (41%) and turn down service (22%) as amenities simply aren't of interest.
- More than half of the respondents (53%) chose the complimentary use of a Rolls Royce Phantom as an "outrageous" luxury hotel amenity they'd most like to experience. No real surprise there!
- The surreal car ride beat out access to a fragrance butler (9%), tea sommelier (6%) and in-room mixologist (6%), among other lesser desired extreme amenities.

Hotels.com makes it easy to book the type of accommodations with

amenities travellers want through theme/type and amenities filters to help guests find the perfect home away from home they desire.



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## 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 key 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.

# 15 MILLION

Hotels.com mobile apps downloaded

# 7 MILLION

Customer reviews from guests who have actually stayed in the hotels

# 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 Singapore site was launched in 2004. 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](http://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](http://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](http://www.hotels.com/deals/mobile) enabling customers to book on the go with access to 20,000 last minute deals.

Hotels.com is part of Expedia Inc., the largest online travel company in the world with an extensive portfolio that includes some of the world's best-known brands. Follow Hotels.com on Facebook, Twitter and on YouTube.

## For further information

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