

# Hotels.com Launches Nanobreak Competition



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Hotels.com, the world's leading hotel website, has launched a new competition to encourage Britons to take a break, however short.



The new Hotels.com contest comes on the back of research which showed a 46%\* increase in the number of UK holidaymakers searching for single night holidays or 'nanobreaks' over the past year.

In keeping with the 'nano' theme, the competition encourages participants to create a mini blog about their nanobreak either as a series of Twitter posts, photos using Flickr or on video using YouTube. The entries will then be streamed live from these social media sites to a dedicated competition page on Hotels.com.

The person who posts the best entry, as judged by a Hotels.com panel, will win an extended nanobreak to Rio de Janeiro in Brazil for two, courtesy of TAP Portugal and the Caesar Park Ipanema hotel. Three runners up with each receive a £200 Hotels.com voucher.

The competition, which is open to UK residents over 18, has been created to help encourage participants to take a holiday, however short, even in the current hard times.

Alison Couper, Communications Director for Hotels.com, said:

"The simple act of going on holiday for just a single night is relaxing and a change from the stresses and strains of life.

"All of our research shows that people see holidays as a right not a luxury and the rise in searches for nanobreaks is further evidence of holidaymakers' determination to keep travelling. We hope this competition will reward that determination with a bit of creative fun and encourage more people to take a much needed break."

The nanobreak competition is open until September 1st 2009 and full details can be found on the Hotel.com website.

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\* Hotels.com analysed searches for single-night stays for UK travellers during January-June 2009 compared to January-June 2008.

### **About**

### **Hotels.com**

As part of the Expedia group which operates in all major markets with dedicated staff, Hotels.com offers more than 100,000 quality hotels worldwide including [New York hotels](#), [Edinburgh hotels](#), [Rome hotels](#) and [London hotels](#). If a customer can find the same deal for less on a prepaid hotel, Hotels.com will match it. Hotels.com benefits from one of the largest hotel contracting teams in the industry negotiating the best rates for its users, plus the site has user-contributed reviews of its properties. Travellers can book online or by contacting one of the multi-lingual call centres.

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