

Hotels.com Finds Brits Go Off Peak And On The Money



Hotels.com wake up happy

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Hotels.com has revealed results from its latest survey* which indicate that credit-crunched Britons are increasingly looking to book holidays out of season in a bid to avoid peak prices and get the most from their holiday budgets.

With some hotels slashing their prices by up to 70% for out-of-season stays, holiday-makers are taking advantage of off-peak prices to get more for their money, according to leading accommodation site, Hotels.com.

The research has shown that searches for low season stays in long-haul destinations such as South Asia, South America and the South Pacific have dramatically increased year-on-year, in some cases by as much as 200%.

Travellers to Queensland during the Antipodean winter month of June could save over two thirds (68%) on hotel accommodation while visitors to 'God's own country', Kerala, can enjoy heavenly savings of nearly a third (31%) if they choose to travel during the rainy season. Similarly, visitors to Mexico are not letting a little rain put them off with searches for Cancun in July up by almost a half (45%).

Alison Couper, Director of Communications at Hotels.com, said "It is great to see that, rather than forego their holidays, people are looking for ways to make their money go further in the current economic climate. Far from being fair-weather travellers, our findings show that if Brits are prepared to put up with a little uncertain weather, they can avoid peak prices and make significant savings.

"According to our Hotel Price Index, average hotel prices worldwide were down by 17% in the first half of 2009. Add out-of-season discounts into the mix, and travellers can enjoy some incredible savings."

- Ends -

* Hotels.com search data (2008 to 2009) for selected destinations

Notes to editors

About

Hotels.com

As part of the Expedia group which operates in all major markets, Hotels.com offers more than 100,000 quality hotels, B&Bs and serviced apartments worldwide including [Hotels in New York](#), [hotels in London](#), [hotels in Dublin](#) and [Edinburgh 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 customers, plus there are 1.3m reviews from users who have actually stayed in the hotels to ensure customers make an informed choice when booking. Hotels.com won the Gold Award for best hotel booking site in Webuser magazine in February 2009.

Contact Details:

PR Contact:

Cordy Griffiths

Hotels.com

42 Earlham St

Covent Garden

London

WC2H 9LA

020 7019 2268

www.hotels.co.uk

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