

# Hotels.com Survey Shows Rise In European Searches



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Author: [Hotels.com](#)

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Hotels.com has revealed in its latest survey that there has been a significant rise in the number of searches for European countries compared with this time last year. This is believed to be because UK travellers are trying to take advantage of Sterling's current strength against the euro.

As Sterling has risen against the Euro to its highest level since December 2008, UK travellers have been able to get up to 10% more spending power than in 2009.

Hotels.com's survey shows that Bordeaux saw the largest increase in searches up 100% year on year compared to 2009. Amsterdam saw a 95% yoy rise putting them in second place to Bordeaux. Ibiza saw searches rise by 80% yoy, as did Albufeira. Venice in Italy is already a popular tourist spot but it has risen even higher with a 70% increase in searches compared to this time last year.

Florence showed a 60% increase whilst Italy's capital Rome posted a 50% increase. Lanzarote and Berlin matched each other with a 45% increase in searches. Brugge was the final destination on the list with a 40% year on year rise.

Alison Couper, Director of Communications at Hotels.com, said: "It is great to see travellers taking advantage of the strengthening power of Sterling. Compared to this time last year, people can get much more for their money in Europe. With a wide variety of European hotels on

Hotels.com, many of them offering great summer promotions, there is something to suit everyone's budget."

**About**

**Hotels.com:**

As part of the Expedia group which operates in all major markets, Hotels.com offers more than 120,000 quality hotels, B&Bs and serviced apartments worldwide. 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 on [hotels in London](#) and across Europe as well as across America including [Las Vegas hotels](#), [LA hotels](#) and many [Chicago hotels](#).

Hotels.com also has 1.8m 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.

**For more information on Hotels.com or this Press Release, please contact:**

Cordy Griffiths  
Hotels.com  
42 Earlham St  
Covent Garden  
London  
WC2H 9LA  
020 7019 2268  
[www.hotels.com](http://www.hotels.com)

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