Hotels.com Reports Its Fastest-Rising Global Destinations

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Hotels.com's latest destination hot list league table has found Venice taking the top spot list as the fastest rising destinations in terms of year on year searches through the site.

The Italian city of Venice came out as being the hottest destination on the list for Brits with a 655% increase in searches on the UK Hotels.com site in June 2010 compared to June 2009, however with summer in full swing, traditional UK seaside destinations have also been proving popular as Cromer in Norfolk and Llandudno in North Wales saw rises of 565% and 495% respectively year on year. In fact the UK provided a good showing with ten UK destinations in the top-20 including towns in Norfolk, Stafford and Suffolk.

Moroccan hot spots Agadir and Marrakech also made the top 20, with searches growing by 380% and 260% year on year, while searches for Disneyland Paris, the ever popular theme park favourite with direct Eurostar routes from the UK, rose by 415%.

Alison Couper, Communications Director at Hotels.com, said: "It is interesting to see Venice come in at the top. Summer is a great time of year to go to Venice; with its long sunny days, it is the perfect spot for a romantic break. As for the UK top riser, with more of us now taking our holidays at home, it is not surprising to see traditional British seaside spots grow in popularity, as well reaching the top five."

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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 across Europe as well as America including hotels in Orlando, Las Vegas hotels, hotels in New York and many Chicago hotels.

Hotels.com has recently launched its Welcome Rewards customer loyalty programme in the UK, where customers can earn a free night for every ten nights stayed (subject to Welcome Rewards terms and conditions). Hotels.com won the Gold Award for best hotel booking site in Webuser magazine in February 2009.

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