



# MEDIA RELEASE

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For Immediate Release  
3 February 2009

Contact: Hanim Shukor  
Tel: 603 8318 4979 ext 122  
Fax: 603 8319 6101  
Email: [hanim@holidaycity.com](mailto:hanim@holidaycity.com)

## ONLINE HOTEL BOOKING GAINED POPULARITY WITH MALAYSIAN TRAVELLERS IN 2008

More Malaysians book their accommodations online in 2008 for holiday destinations in Malaysia and the neighbouring countries according to HolidayCity.com ([www.holidaycity.com](http://www.holidaycity.com)), a leading online accommodation reservation service provider based in Cyberjaya, Selangor.

“We saw the numbers rising in a healthy upward trend for our Malaysian guests throughout 2008 and we believe that this will continue in 2009 as travellers become more price conscious,” says Lee Lai Huat, CEO and co-founder. “Consumers are expected to cut back on their spending but holidays remain the very few things they would find difficult to give up even during a recession. 2009 will indeed be a consumer’s market. This is where websites such as HolidayCity.com can provide a better service through the availability of competitive rates, the capacity to compare prices and products easily, and an easy to use booking system that can be accessed 24/7.”

**Table 1: Malaysians’ Top 10 Destinations in 2008**

Ranking	Destination
1.	Singapore
2.	Kuala Lumpur
3.	Penang
4.	Kota Kinabalu
5.	Malacca
6.	Hong Kong
7.	Langkawi
8.	Port Dickson
9.	Kuching
10.	Sydney

*Source: HolidayCity.com Marketing Report (1 Jan – 31 Dec 2008)*

According to HolidayCity.com’s statistics, Singapore remains the number one holiday destination for Malaysians, followed by favourite domestic destinations; Kuala Lumpur, Penang and Kota Kinabalu and Malacca. Variety of accommodation types, best available rates throughout the year and easy air connectivity contribute to Hong Kong and Sydney being chosen as the other two international destinations in the list.

For further enquiry, please contact Ms. Hanim Shukor, Marketing & Communications Manager, HolidayCity.com at 603-83184979 ext 122 or email [hanim@holidaycity.com](mailto:hanim@holidaycity.com).

### About HolidayCity.com

HolidayCity.com is an Internet-based accommodation reservation service, serving worldwide customers through its B2C websites. Presently, we offer nearly 20,000 hotels in over 900 destinations worldwide and receive more than 1 million unique visitors monthly. HolidayCity.com offers our guests a quick and easy access to a variety of accommodation types at attractive rates, destination information, guests review and a 24-hour customer service for them to make an informed decision and hassle-free bookings. We are a homegrown Malaysian brand with a strong position in the global online accommodation bookings industry.