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Regional Victoria proving popular

STORY: Liz Mecham

THE Murray region, as part of regional Victoria, is second on a list of most booked Australian holiday destinations for the online travel booking service, HolidayCity.

The internet company allows customers to book motel rooms in their desired destination domestically and internationally.

Last year, Sydney topped the most booked destination on holidaycity.com, followed by Melbourne and regional Victoria.

The Malaysian/Singapore-based company, which has

offices in Australia, began its online booking service in 1998, and in 2005 had 26,197 room bookings.

Company chief executive Lee Huat was in Australia last week and said he was keen to see the service expand into the Murray region.

He said the strong performance of regional Victoria in last year's figures was an excellent indicator that Australian and international travellers were keen to get out into the regional areas.

"We have some hotels in the region, but I think there is the

real opportunity to do some cross-promotion for when people book to visit Melbourne and they want to take a weekend away to the Murray region," Mr Huat said.

"We are keen to work with partners (motels) in the Murray region because we do have the demand there from customers.

"I think we could really help the tourism economy in the (Murray) region along because there is great potential there," Mr Huat said.



AUSTRALIAN VISIT: HolidayCity chief executive Lee Huat is keen to see the service expand into the Murray region.