

## **Ezibed.com announces Top 10 New Zealand Summer Spots**

**Hawkes Bay - 17 April 2008** Ezibed.com (www.ezibed.com), New Zealand's online accommodation specialist has announced Auckland as the most popular New Zealand summer destination, with Hamilton the surprise in the top 10.

Latest figures from the company which displays last minute accommodation deals throughout New Zealand and in six other countries for business & leisure travelers released the top 10 destinations for the period 1<sup>st</sup> of November through to the 31<sup>st</sup> of March, which is deemed by the company as the traditional domestic summer season.

As expected by the company Auckland topped the list. The high number of arrivals and departures through Auckland International Airport compared to other New Zealand gateways attributed to obtaining the top spot however there were strong bookings in the Auckland beach areas such as Orewa, and long stays within the city.

Wellington and Christchurch followed Auckland in the top 10. Both regions saw strong growth in room nights for the period November through to February in comparison to 2007, according to Statistics New Zealand figures just released.

The traditional summer spots of Rotorua, Taupo, Queenstown, Bay of Islands and Napier were all expected to make the list because of their strong summer appeal according to Gareth Pearce, Director of Ezibed.com.

Commenting on the top 10 Mr Pearce said; "Bookings were generally up across most regions within New Zealand, probably contributed to by the great summer weather and Easter being a month early this year."

"The more traditional summer destinations featured in the top 10, however Hamilton snuck in at number 7 spot. More events over the summer such as the Cricket test may have contributed to this, but it would be interesting to know if Hamilton is used as a base while travelers take days trips & explore areas like Raglan, Waitomo & the Coromandel", says Mr Pearce.

With the rising confidence of independent travelers, many Aussies also took advantage of the convenience of Ezibed.com to book their travel within New Zealand over the summer. "Aussies, when it comes to booking their accommodation online, are a much more mature market", says Mr Pearce. "They have been doing it for a few more years than we have, just like people in the US, and it is only now that New Zealander's are starting to feel comfortable booking their accommodation online".

Ezibed.com top 10 summer destinations:

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|------------------|----------------|
| 1 <sup>st</sup>  | Auckland       |
| 2 <sup>nd</sup>  | Wellington     |
| 3 <sup>rd</sup>  | Christchurch   |
| 4 <sup>th</sup>  | Rotorua        |
| 5 <sup>th</sup>  | Queenstown     |
| 6 <sup>th</sup>  | Taupo          |
| 7 <sup>th</sup>  | Hamilton       |
| 8 <sup>th</sup>  | Napier         |
| 9 <sup>th</sup>  | Bay of Islands |
| 10 <sup>th</sup> | Dunedin        |

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