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## **EZIBED.COM EXPERIENCES PHENOMANAL GROWTH**

Ezibed.com, the accommodation website focusing on last minute distressed inventory has completed its second financial year with 205% growth over its first year and now has Gareth Pearce, former Executive Manager of Chateau Tongariro at the helm.

“The website keeps going from strength to strength”, says Pearce who has nearly ten years experience working in the hotel and hospitality industry’s. Registered suppliers have tripled over the past year and Pearce explains that the site is now generating “a fantastic amount” of repeat business, and “customers booking through word of mouth”.

Ezibed.com was formed in 2003 and has struggled to keep up with the big players such as Wotif.com and Ratestogo.com however Pearce notes that the pond is big enough for four players in the New Zealand market. “Many New Zealander’s are still not aware that they can book accommodation online or even still, get a good deal online. In the past, the last minute sites have been telling accommodation suppliers to slash their rates to give the customer a better deal. This is clearly wrong. Accommodation suppliers need to manage their yield and inventory more wisely. Customers who regularly use these sites know that they are going to get a good deal. Suppliers don’t need to go under their set monthly targets and now suppliers are slowly realizing this”.

Accommodation suppliers on the site offer a range of specials relating directly to their availability over the next 28 days. Suppliers offer inclusions such as free breakfasts whilst some offer free bottles of wine, complimentary parking, newspapers and use of facilities that they usually charge for. Specials vary for each day but the site proves very useful for obtaining a great deal.

Pearce claims that Ezibed.com has the best regional spread of accommodation choice in New Zealand. “Our competitors continue to focus on the main Auckland, Wellington and Christchurch business markets however our business philosophy is to evenly spread the choice throughout the country”. This has proved successful for Ezibed.com, increasing the awareness of regional tourism, especially the weekend leisure market for city dwellers wanting out of the main centres.

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