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EZIBED.COM NOTCHES UP 200 SUPPLIERS

Ezibed.com, New Zealand's last minute accommodation website has recently signed its 200th supplier meaning that the online provider of distressed Hotel, Motel, Motor Inn and Bed and Breakfast accommodation is now a competitive operator in the New Zealand last minute accommodation marketplace.

Accommodation suppliers on the site offer a range of specials relating directly to their availability over the next 14 days. Some suppliers offer 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.

Managing Director of Ezibed.com Diane Turner says that with a focused marketing drive to both suppliers and consumers in the past four months and a commitment to providing both the supplier and consumer the best possible service and a user friendly website has meant that bookings have increased by 30% over the past 4 months in comparison to last year. "Continual Ezibed e-newsletters to our increasing database have resulted in a lot of repeat business, both business and leisure. Word has been fast to get around that because of our fresh easy to use website many consumers are swapping online providers. Consumers want to build a relationship with the service that they are using. If they are not getting that service that they expect then they are easily swayed to the competitors" says Diane.

Diane claims that Ezibed.com has the best regional spread of accommodation choice in New Zealand. "Our competitors have focused on the main Auckland, Wellington and Christchurch business markets however our philosophy has been 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.

Ezibed.com started in October 2003 and since then has gone from providing a limited choice of regional Motels and Motor Inns to now offering major Hotel and Motel chains such as Scenic Circle and Bella Vista. Diane goes on to say "we now have about three to five accommodation suppliers a week wanting to sign on. This is great as we can now offer our customers a better choice and better value".

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