



# HotelClub Consumer Survey Rates Location as Key Factor in Choosing a Hotel

HotelClub, April 21, 2007

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*Location is a key factor in booking a hotel by costumers, next to cleanliness and pricing, according to a recent consumer ratings and reviews survey by leading accommodation specialist HotelClub (www.hotelclub.net).*

PR9.NET April 21, 2007 - Australia, Sydney - Whether it's a 5 star resort or a 2 star hotel, HotelClub customers rate location as the number one deciding factor when booking a hotel.\* Cleanliness and Pricing ranked second and third respectively in the consumer survey, according to leading online accommodation specialist HotelClub (www.HotelClub.net).

In a unique twist, French customers gave cleanliness the number one rating over location. The average rating given by HotelClub users is 3.8 out of 5. On average four star hotels are performing above their star ratings, whilst 4.5 & 5 star hotels are performing within their star rating.

## CRITERIA – AVERAGE RATING

Location – 4.16

Cleanliness – 3.95

Pricing – 3.78

Service – 3.78

Facilities – 3.60

\*Source: HotelClub Consumer Ratings & Reviews 1 Jan – 31 Dec 2006

The most ratings & reviews received were for three and four star properties – indicating that HotelClub customers are savvy consumers – on the hunt for a genuine deal or value for money from their hotel stay.

UK Customers are leaders in submitting ratings and reviews with over 16,000 reviews, giving hotels an average rating of 4.04 out of 5.\* Australian customers are a close second with over 13,000 reviews and also giving hotels an average rating of 4.04 out of 5.\*

## COUNTRY – AVERAGE RATING OF A HOTEL

Australia – 4.04

France – 3.97

Germany – 3.94

Hong Kong – 3.63

Italy – 3.83

Japan – 3.64

Singapore – 3.70

Spain - 3.95

United Kingdom – 4.04

\*Source: HotelClub Consumer Ratings & Reviews 1 Jan – 31 Dec 2006

HotelClub's customer survey is based on ratings and reviews from HotelClub customers who have actually stayed in hotels booked on HotelClub. Consumers are asked to rate the properties on a one to five scale based on cleanliness, facilities, service, location and price; they also have free text where they can comment on any aspect of their booking although this information does not influence the rating. These results are then published online at [www.hotelclub.net/hotel.reservations/](http://www.hotelclub.net/hotel.reservations/) on each hotel's page. There is currently over 3.5 Million ratings and reviews on the site including over 1 million comments, with more ratings and reviews added daily.

In addition to this survey, HotelClub seeks feedback from customers and consumers worldwide to find the 'Best Hotels & Resorts' in a particular destination. The HotelClub Great Britain and Ireland Best Hotels survey nominations closed last 15 April 2007. This survey is the third of its kind, following on from two highly successful HotelClub Asian survey and HotelClub Oceanic survey, each receiving over 50,000 votes.

In the 'Best Hotels & Resorts Survey' consumers are asked to vote for hotels based on the following criteria and score out of 10 (with 10 equalling the best): ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money. Consumers also have the chance to win a variety of travel prizes.

\*Source: HotelClub Consumer Ratings & Reviews received during the period of 1 Jan -31 Dec 2006

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## About HotelClub

HotelClub ([www.HotelClub.com](http://www.HotelClub.com)) is a global accommodation specialist website offering hotel bookings for up to 12 months in advance. It offers users the choice of over 25,000 hotels - at savings of up to 60% - in 118 countries and 3,600 cities worldwide. HotelClub is a truly global website offering its customers access through country specific sites in 10 countries including [HotelClub.com](http://HotelClub.com), [HotelClub.com.au](http://HotelClub.com.au), [HotelClub.de](http://HotelClub.de), [HotelClub.fr](http://HotelClub.fr), [HotelClub.it](http://HotelClub.it), [HotelClub.es](http://HotelClub.es) and [HotelClub.co.uk](http://HotelClub.co.uk) available in ten languages - Chinese, English, French, German, Italian, Japanese, Korean, Portuguese, Spanish and Thai. HotelClub, is operated by Flairview Travel, a Travelport brand.

**Website:** <http://www.hotelclub.com>

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