WTF – What the flip? Australia ranked the top destination for mermaid spotting in Hotels.com research

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- Mermaid kingdom: Australia is the number one place people believe mermaids can be spotted, tied with Spain
- ‘Fintasy’ vs reality: Almost a third (28%) of Aussies believe that mermaids exist and 3 per cent claim to have seen one
- Mermania: 18 per cent of Aussie blokes believe in mermaids and mermen, and one in ten would prefer to date one over a human

Sydney – 05 September 2018: Move over unicorns, your time is up. According to new research* from Hotels.com, mermaids officially now rule the roost, with Australia ranking as the number one country for mermaid sightings, tied with Spain.

Aussies aged 18-29 are the biggest believers in mermaids (35%), and surprisingly, are closely followed by those in their 50s (32%)! Overall, 3 per cent of Australians claim to have seen one, but it’s those in the 30-39 bracket that appear to be the true believers (8%).

In what should come as no surprise, Aussie ladies are more likely to believe mermaids and mermen exist (36%), however the blokes are catching up, with 18 per cent of them also believing they exist, and 1 in 10 wanting to date one.

Western and South Australians are the sceptics of the country, with 87 per cent refusing to believe in mermaids. The Northern Territory and Queensland are the mermaid hotspots though, with 9 per cent of those believing they’ve seen one based in either state.

Fun-loving Aussie travellers are also seeking more than the norm from their accommodation, with almost a quarter (24%) more likely to try mermaid workouts at their hotels than Barre (23%), HIIT (11%) and spin classes (10%).

Zoe Chan, Head of PR, Asia Pacific of the Hotels.com brand, says, “Aussies tend to be pretty cynical, but these results really show how the mystical can make a splash in all of us. With Spain, Italy, Norway and France rounding out the top 5 destinations where people believe they can find
a mermaid, why not dive into your next ocean adventure with Hotels.com and see if you can get that perfect ‘gram moment.”

To celebrate the passion for these ocean-dwellers, Hotels.com® is launching exclusive mermaid workout classes in select locations worldwide. The fintastic workouts will launch in September at select Hotels.com properties as limited edition tasters, and cater to the one in three (35%) travellers who want a holiday destination that offers them unique and interesting activities – like mermaid workouts.

The exclusive mermaid workouts** from Hotels.com will launch this September in hotels in Spain, Japan and Mexico. Available at the Zafiro Palace Palmanova hotel in Mallorca from 20 – 22 September, at the Kanucha Bay Hotel & Villas in Okinawa, Japan from 17 – 21 September and at Camino Real Polanco Mexico in Mexico City on 1, 8, 15 & 22 September.

Johan Svanstrom, President of Hotels.com brand says, “These days, holiday-goers don’t just want an infinity pool and a king-size bed, they want experiences they can get stuck into and brag about on social media. We know they want memorable holiday moments and these mermaid classes are exactly that, how many times in your life are you going to be able to splash, flip and swim like Ariel? We’re ‘flippin’ excited to introduce these exclusive classes to all the fun-loving holidaymakers out there and give people the chance to try something really unusual and #Mermazing.”

Guests can preview the classes in a video from Hotels.com, featuring none other than Merman Chris, a leading gold-finned Insta-merman from the northern seas.

“It was a dream come true to swim down and join Hotels.com in the video and share my secrets of the deep with the world. Being a merman is a wonderful life but it’s not easy, we need to keep our bodies in tip-top shape to be able to power through the water, dive into the depths of the fathoms below AND look glamorous on a rock at any given time – my fins gets a proper workout. These classes have my finslap of approval, and it makes me the happiest little fish to know that people everywhere have the chance to pull on tails and join us in the water.”

Find out more details here on where you can make a splash this September.

- Ends -

For further information, imagery or interview requests please contact the Hotels.com press office on HotelsTeam@sefiani.com.au

Notes to Editors

*The mermaids survey was conducted by One Poll in July 2018. 7,000 respondents across 29 countries.

** The mermaid workouts will be hosted by the hotels. They will be adults only, available on a first come first served based and supervised by a swim instructor and lifeguards.

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* The Reward Night is exclusive of taxes and fees. The value of the reward night corresponds to the average accommodation price of the 10 previously collected overnight stays. Registration and booking are available through the Hotels.com website, as well as the Hotels.com app on the Apple Store and on Google Play.