



Top European destinations more expensive for cash strapped Brits in 2016

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- Global hotel prices paid by travellers worldwide remained steady in 2016, according to latest Hotel Price Index from Hotels.com
- However, Brits paid more for hotel rooms in 90% of their 100 most popular international destinations in 2016 when compared to 2015 – including favourite European retreats
- Paris most popular destination for Brits in 2016

LONDON 7th MARCH – Even with several major political shifts and currency fluctuations around the world in 2016, travellers fared reasonably well with average nightly hotel prices unchanged globally from 2015, as reported in the latest Hotel Price Index™ (HPI™) from Hotels.com™. The global Index sat at 114 for 2016 for the third year. North America and the Caribbean were the only regions to have slight average price increases (both up 1%) throughout 2016, but the other regions' declines tempered the overall global picture.

However, the news was not as positive for Brits. Due in part to the [Pound falling to a six-year low against most major currencies](#), HPI data shows that UK travellers paid* more for their hotel rooms overseas in 90% of their 100 most popular international destinations in 2016, compared with 2015.

Among the cities analysed in the latest HPI the average price paid by Brits for a room in 2016 at top outbound destinations was £100, compared to £92 the year before. Many of these increases affected travellers to Europe, with top cities including Dublin (from £95 to £114), Barcelona (from £97 to £112) and Reykjavik (from £96 to £130) all showing significant price increases from the previous year.

Selected European destinations that saw significant price increases in 2016

CITY	Rank in top 100 hotels in 2016	Price paid by Brits in 2016	Price paid
Dublin	4	114	95
Barcelona	6	112	97
Madrid	15	92	82
Tenerife	16	112	99
Copenhagen	18	124	107
Stockholm	21	120	106
Lisbon	31	89	78
Lanzarote	40	97	78
Gran Canaria	43	103	82
Reykjavik	44	130	96
Dusseldorf	47	110	88
Santorini	62	142	121
Marbella	65	138	119
Malaga	77	83	69
Cork	83	92	74

Despite increases in global prices for British travellers, Brits continued to travel to all corners of the globe. The 10 most popular destinations in 2016 included New York, Bangkok and Dubai. Interestingly, Paris topped the list as the most popular destination for Brits last year. The United States, Spain and France ranked as the top three countries Brits most visited last year.

Most popular city destinations in 2016:

1.	Paris
2.	Amsterdam
3.	New York
4.	Dublin
5.	Berlin
6.	Barcelona
7.	Rome
8.	Bangkok
9.	Dubai
10.	Mallorca

Isabelle Pinson, Vice President, EMEA for Hotels.com brand, commented: “While the British Pound didn’t stretch as far in 2016 compared to 2015, that clearly hasn’t stopped UK travellers from spreading their wings rather than burrowing in until the currency’s fortunes improve. Fortunately, there was no shortage of worldwide destinations ready to offer them excellent value for money.”

Destinations where travellers paid the most/least in 2016:

Looking at the 100 most popular global cities Brits travelled to in 2016, Boston, Massachusetts, was the city where Brits spent the most on average for accommodation, pricing at £195 per night. This was followed closely by New York (£194) and San Francisco (£178). Meanwhile, some of the best value accommodation was to be found in Asia where Brits paid as little as £33 on average for a hotel room (Pattaya).

Popular cities where Brits paid the most in 2016 (country data available):

City	Rank in the top 100 destinations	Average price 2016 (£)	Increase in
New York	3	194	7%
Dubai	9	145	1%
San Francisco	23	178	6%
Miami	42	157	1%
Marbella	65	138	16%
Boston	75	195	-2%
Washington	76	165	12%
Los Angeles	79	143	12%
Tel Aviv	85	144	2%
Geneva	87	160	11%

Popular cities where Brits paid the least in 2016 (country data available):

City	Country	Rank in the top 100 destinations	Average price 2016 (£)
Bangkok	Thailand	8	56
Pattaya	Thailand	20	33
Krakow	Poland	34	62
Kuala Lumpur	Malaysia	35	59
Istanbul	Turkey	36	58
Ho Chi Minh City	Vietnam	61	55
Chiang Mai	Thailand	67	40
Hanoi	Vietnam	73	42
Riga	Latvia	89	58
Siem Reap	Cambodia	92	43

Please visit hpi.hotels.com/uk-2016 for more information and to view reports in additional currencies.

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For further information, please contact Hotels.com™ press office on

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About the Hotel Price (HPI) Index

The HPI is an annual report on hotel prices in major destinations across the world, tracking the movement in prices that people actually paid* for their accommodation and providing valuable insight into the reasons behind these changes. The data is from bookings made on the hundreds of thousands of hotels on the Hotels.com websites worldwide.

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*Average prices paid per night inclusive of taxes and fees.

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