

# HOLIDAY LUXE FOR LESS

The best bang-for-your-buck 5-star destinations from Hotels.com

Seriously....did you know you could book a posh 5-star place to stay in Chicago for the same

MEXICO

\$246  
average

## LUXURY SEEKERS: SAY HOLA TO SPAIN, KONICHIWA TO KYOTO AND REMEMBER TO RETURN TO RIO

March 20, 2018

*When in need of a dollop of luxury without the #pricetag, Hotels.com Luxe for Less finds will have all the answers*

**DALLAS, MARCH 20, 2018** — Each year, the Hotels.com® [Hotel Price Index™ \(HPI®\)](#) reveals tons of interesting facts and trends about the cost of overnight stays around the world. This year, [Hotels.com](#) is giving away the secrets of where to go for the most luxurious holiday stays on the planet for a seriously good price. Whether you want to nibble on caviar by your own private pool or relax on your 1,000 thread count Egyptian cotton sheets, Hotels.com has the key to the best affordable luxury holidays out there. All hail, the **Luxe for Less** hot list.



Hotels.com® Hotel Price Index (HPI®) 5-Star Destinations (Hotels.com)

“One of the top themes we see in social media #travelbrags is luxury. Travel really is the new social currency, as people love to share more and more of the great things and places they experience, whether it’s through a selfie or an Instagram story,” said Johan Svanstrom, president of Hotels.com. “And who doesn’t love living the life of luxury – especially when it’s a great value!”

Sit back, sip some Champagne and get your planner out as Hotels.com guides you through the top tips for luxury travel in 2018.

**Luxe for Less Top 5: Where to go for the best value luxury holiday that money *can* buy**

The HPI has uncovered the Top 5 most popular destinations for low cost 5-star accommodation – from resorts and high-end chains to villas and luxury boutiques – for travelers around the world in 2017, and they were[1]:

1. **Kathu**, Thailand

*Best for: Beach chic, infinity pools and mouth-watering food located just west of Phuket Island*

2. **Kuala Lumpur**, Malaysia

*Best for: High-flying city glam in the heart of Southeast Asia*

3. **Istanbul**, Turkey

*Best for: Where East meets West and history unfolds before you*

4. **Riga**, Latvia

*Best for: Discovering it before your friends do. A striking city rich in Eastern European culture*

5. **Bogota**, Colombia

*Best for: One of the best music and night life scenes in Latin America*

### **Top Destinations for U.S. Travelers to get the best bang for their buck**

The HPI revealed top destinations from Canada to Japan where luxe accommodations for low prices were not in short supply for American travelers.

1. **Melbourne**, Australia

*The price paid\* per night at a 5-star property averaged less than \$185*

2. **Berlin**, Germany

*The cost per night at a 5-star property averaged less than \$190*

3. **Mexico City**, Mexico

*The cost per night at a 5-star property averaged less than \$250*

4. **Rio de Janeiro**, Brazil

*The cost per night at a 5-star property averaged less than \$250*

5. **Chicago**, Illinois

*The cost per night at a 5-star property averaged less than \$270*

6. **Montreal**, Canada

*The cost per night at a 5-star property averaged less than \$275*

7. **Barcelona**, Spain

*The cost per night at a 5-star property averaged less than \$290*

8. **Osaka**, Japan

*The cost per night at a 5-star property averaged less than \$300*

### **Viva España**

The World Tourism Organization revealed in 2017 that Spain officially overtook the U.S. to become the second most-visited country in the world (after France), welcoming an estimated 82 million visitors, up from 75 million the previous year<sup>[2]</sup>. When there are tapas at every corner, beaches galore and an accent that makes you weak at the knees, it isn't surprising Spain has

seen such a growth in popularity. As increased demand is likely to push up prices, it's important to know where to go for affordable luxury while still being on trend of course.

1. **Ibiza:** U.S. travelers saw an 8% decrease when booking 5-star properties in Ibiza.

*Best for: Its picturesque beaches and bustling nightlife*

2. **Granada:** Offered Spanish travelers 5-star rooms for less than \$140 a night.

*Best for: The popular Alhambra Palace restaurant and equally delicious churros with chocolate sauce (divine!)*

3. **Menorca:** UK travelers enjoyed a 22% decrease in prices at 5-star properties on Menorca.

*Best for: Its burgeoning wine industry and it's the rumored birthplace of mayonnaise!*

### **Have your sushi and eat it too**

If you just want to eat sushi for breakfast, ramen for lunch and a mixture of both for dinner, Japan is the place for you- and spoiler alert, it's affordable! Thanks to the rising strength of various global currencies including the Euro and the Australian Dollar against the Yen, Japan is currently a top luxury destination for travelers from Australia, Spain, France, Finland, Mexico, Canada and the U.S. – but where to go for the best of the best?

1. **Kyoto:** The average price paid per night of luxury accommodation was down 3% for U.S. travelers in 2017, compared to 2016.

*Best for: Kyo-wagashi (scrumptious local sweets) and tofu*

2. **Tokyo:** Average price decrease of 18% for travelers from Spain<sup>3</sup>.

*Best for: Mindboggling skyscrapers and stunning views from the Tokyo Skytree*

3. **Okinawa:** Average price decrease of 10% for travelers from the U.S.

*Best for: Cuisine you can't get anywhere else in the world – not even the rest of Japan!*

### **America is still (one of) the greatest**

Whether it is The Golden Gate Bridge, Mickey Mouse, or the White House you want to visit, the U.S. has seen some incredible price drops across the country in notoriously expensive cities, making them more accessible for everyone.

Top destinations where prices paid for stays in 4 and 5-star properties dropped, include:

1. **Boston:** Average price decrease of 16% for travelers from Australia and Brazil<sup>[3]</sup>, while U.S. travelers enjoyed a 2% decrease when booking 5-star properties.

*Best for: Clam chowder and fresh lobster*

2. **Orlando:** Average price decrease of 19% for travelers from Australia, Spain, Finland, France, Sweden, Mexico and Canada<sup>4</sup>, and a 4% decrease for Americans.

*Best for: Unleashing your inner kid and drinking Butter Beer*

3. **San Diego:** Average price decrease of 18% for travelers from France and Brazil.

*Best for: Surfing and being a laid-back beach bum*

4. **Washington DC:** Average price decrease of 18% for travelers from Brazil and Canada, while U.S. travelers saw a 5% decrease.

*Best for: The spectacular blossom in spring, a bustling food scene*

For further information, imagery or interview requests, please contact Alex Lee at [Alex.lee@hkstrategies.com](mailto:Alex.lee@hkstrategies.com).

### **About Hotels.com**

Hotels.com is the place to go if you're looking for a place to stay. We really love travel and we know you do too. That's why we make it really easy to book with us. With hundreds of thousands of places to stay around the world and 90 local websites in 41 languages, Hotels.com has it all. So, whether you're looking for value in Vegas, treehouses in Thailand or villas in Venezuela, it's all just a click away. And with our "Reward-winning" loyalty program you earn free\*\* nights while you sleep and get access to instant savings like Secret Prices...what could be better? Booking just got smarter too. With over 25 million real guest reviews and an app so easy to use that it's been downloaded more than 60 million times, you can be sure to find the perfect place for you.

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### **Media Contact:**

For further information, please contact:

Alex Lee

Phone: (214) 613-0025

Email: [Alex.lee@hkstrategies.com](mailto:Alex.lee@hkstrategies.com)

\*This press release utilizes data from the latest Hotel Price Index (HPI), which shows what people actually paid per room, per night based on double occupancy, including taxes & fees in 2017 as

compared to 2016.

\*\*Free night is subject to taxes & fees.

- 1 Based on destinations that regularly featured in the top 10 lowest averages paid for by travellers from Australia, Japan, Spain, Finland, France, Sweden, UK, Brazil, Mexico, Canada and the USA.
- 2 United Nations World Tourism Organization rankings, as reported in BBC News, 15 January 2018: <http://www.bbc.com/news/business-42692641>.
- 3 Travelers from France, UK, Mexico and the USA all experienced price decreases for 4 and 5-star accommodation in various Japanese destinations in 2017, when compared to 2016. The decreases mentioned in this press release are averages from this data set.
- 4 Travelers from Australia, Japan, Spain, Finland, France, Sweden, UK, Brazil, Mexico, Canada and the USA all experienced price decreases for 4 and 5-star accommodation in various USA destinations in 2017, when compared to 2016. The decreases mentioned in this press release are averages from this data set.