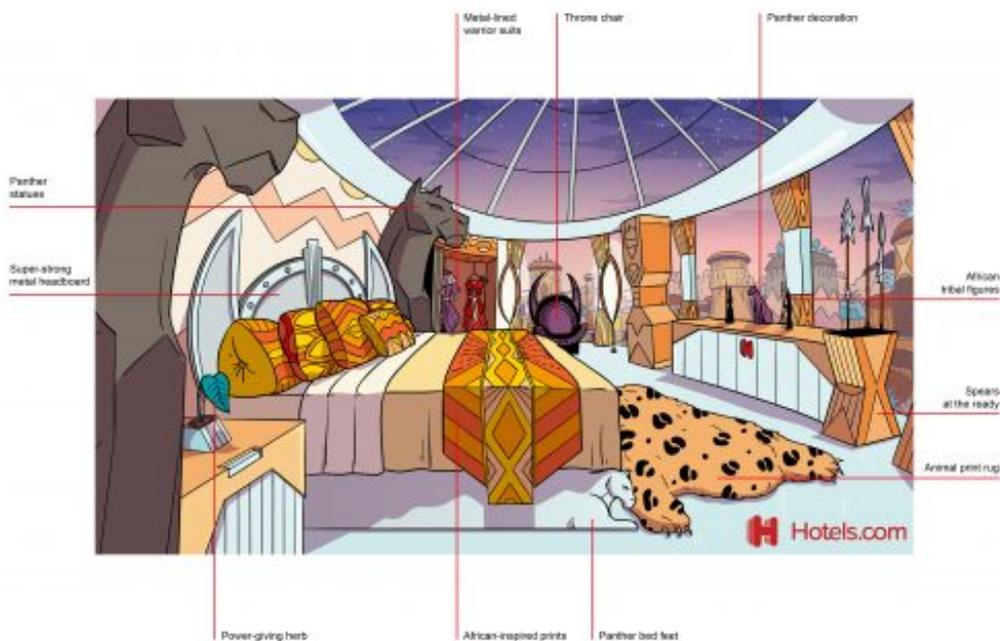




WISCONSIN FOREVER! Hotels.com reports surge in searches to Wakanda Park, Wisconsin following film fever

March 14, 2018

DALLAS, March 14, 2018 — A little town in Wisconsin is earning superhero status, as Hotels.com® reveals that searches for Wakanda Park in Menomonie have surged by 55% year-on-year in the last two months*, with film fans seeking out the fictional African kingdom of the latest smash hit, Black Panther.



Hotels.com rendering of what a superhero suite might look like.

Wakanda, home to the King and his people, is the most technologically advanced nation in the world. Wanderlusters finding themselves in Wakanda Park, Wisconsin, which has a population of fewer than 20,000**, might not find any holographic beads or nanotechnology suits, but they will not be disappointed as the destination boasts a waterpark.

Since spotting the spike in searches to Wakanda Park, Wisconsin, the travel experts at

Hotels.com noticed similar peaks in demand for other Wakanda namesakes around the world, as fans desperately seek out the home of the superhero.

Wauconda, Illinois (pronounced identically to Wakanda) was up more than 25% and Makanda, also in Illinois, was up over 40% year-on-year. Further afield, Wakaya, in Fiji was up over 235% and Wakkanai in Japan enjoyed a more than 55% year-on-year uplift.

Scott Ludwig, from Hotels.com brand commented: "Our hotel portfolio spans more than 200 counties and territories around the world but not Wakanda just yet. We're looking into it!"

"The film has touched the hearts and minds of millions of film fans around the world. We regularly see that pop culture inspires travel choices and in a surprising way, this is no exception. We love that travelers are seeking the Black Panther's homeland, from Wisconsin to Japan. Wakanda forever!"

For those who make the pilgrimage to Wakanda Park, Wisconsin, Hotels.com recommends staying at:

- **Best Western Plus Menomonie Inn & Suites** - This hotel scores a heroic 9.2 rating from Hotels.com genuine guest reviews. Located minutes from Wakanda Park, guests can enjoy its indoor pool and fitness center, so they can train to become as buff as the superhero himself. Rooms available from \$113 per room per night***.
- **Hampton Inn & Suites Menomonie-UW Stout** - Located just off North Broadway Street, this great value hotel is just a stone's throw from Wakanda Park. It may not be as techy as the most technologically-advanced nation on earth, but it does offer free Wi-Fi to all its guests. Rooms available from \$109 per room per night.
- **Cobblestone Inn & Suites at UW Stout Downtown Menomonie** - Located in the heart of Menomonie, this hotel is rated 'exceptional' with a score of 9.8 from Hotels.com genuine guest reviews. Enjoy a breakfast of champions at the buffet after a super comfortable night's sleep in this Marvel-ous hotel, less than 10 minutes' drive from Wakanda Park. Rooms available from \$105 per room per night.

Hotels.com recommends the following futuristic hotels for those looking to channel their inner superhero and vibe on the most technophile properties in *this* universe:

- **Dream Downtown Hotel, New York, United States of America**
Fully clad in perforated metal, this stunning hotel would fit in well in Wakanda. The Dream Downtown is in the trendy Meatpacking District and boasts a large glass-bottomed pool, a poolside bar and a rooftop lounge, which offers dazzling night-time views along with live DJs and cocktails. Large porthole windows frame views of the city, making the 314 guestrooms stylish and indulgent. Wi-Fi and flat-screen LED TVs featuring wireless keyboards and laptop connectivity provide the high-tech edge. Rooms available from \$349 per room per night.
- **Huis Ten Bosch Henn na Hotel, Sasebo, Japan**
Henn, meaning 'to change' in Japanese, is a futuristic hotel where guests will meet robots - lots of robots. From the multi-lingual robotic dinosaurs at the check-in desk, to the robotic arm that stores guests' luggage, or the robot porter who delivers bags to the rooms, guests will find themselves submerged in this ultra-technological world. This is a perfect break

after a day of visiting the Huis Ten Bosch theme park the hotel resides in. Rooms available from \$223 per room per night.

- **Hotel Puerta America, Madrid, Spain**

The design of this hotel is seriously sci-fi. As guests lay on the bed and stare at the slick ceiling, they may have the sensation of floating in space. The rooms, designed by Pritzker award-winners including Zaha Hadid and Jean Nouvel, will make guests feel a step closer to outer space without leaving Earth. It's also located in the heart of super-cool Madrid. Rooms available from \$202 per room per night.

- **Yas Viceroy Abu Dhabi, United Arab Emirates**

Nothing embodies futuristic advancement like an island created by humans. Dominating the man-made Yas Island is the epitome of Abu Dhabi elegance - the Yas Hotel. Sleek curves and LED lights make up the incredible canopy of changing colors. One of the hotel's main highlights is the possibility to watch race cars zoom by on the Yas Marina Formula 1 Circuit at the hotel's feet. Rooms available from \$156 per room per night.

- **Container Hotel, Kuala Lumpur, Malaysia**

Container Hotel offers ultra-modern, affordable accommodation located in Kuala Lumpur's Golden Triangle. This eco-friendly hotel is built from renewable freight containers and features stylish rooms equipped with free Wi-Fi access. Minimalism is the aesthetic of the day at The Container Hotel - with the rooms true to the hotel's name. Rooms available from \$47 per room per night.

Notes to editors

*Hotels.com search data is for January and February 2018 compared to January and February 2017

**According to the 2010 census

*** Hotel prices are a from price as of March 13, not including tax, are per room per night and are subject to availability

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*Free nights are only available on select, participating properties. Maximum value of the free night is the average of daily rate of the 10 paid nights and doesn't include taxes or fees. See site for details.

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