

## Affordable Hotel Prices in Crete and the Balearic Islands

**Average overnight costs in European cities rose to 103 pounds this month – an 8% rise from last month, exacerbated by the weakening Pound-Euro exchange rate. Affordable Autumn destinations are still to be found on some holiday islands; prices are down to 70 pounds in Crete and 66 pounds in the Balearic Islands. In the UK, many cities are at their highest point this year. These are the findings of the trivago Hotel Price Index (tHPI), which is published monthly by the hotel price comparison site [www.trivago.co.uk](http://www.trivago.co.uk).**

London, October 13 2010. The average price of overnight accommodation has risen from 114 Euros (95 pounds) in September to 118 Euros (103 pounds) in October. This change amounts to only 4% for continental Europeans, but a weak exchange rate has exacerbated the problem for British travellers. The falling Pound-Euro exchange rate (0.8735 pounds to the Euro, compared to last month's 0.8328) means that European hotel prices are actually 8% higher for British travellers heading to Europe. Prices rose in 32 of the 50 most popular cities of the tHPI, and places such as Paris (153 pounds), Vienna (120 pounds), and Istanbul (121 pounds) are at their highest point since January 2010. Nevertheless, prices in certain holiday destinations are proving more favorable; travellers looking for sunnier autumn destinations can still benefit from lower rates in places such as Greece, Portugal, and Turkey.

### Many European cities still cheaper than last year

Despite the weak exchange rate, many destinations remain more affordable than they were a year ago, when the value of the GBP was lower still, and the European hotel price average was at the 109 pound mark. Traditionally expensive cities like Milan and Copenhagen have fallen 20% and 14% respectively in comparison to October 2009. Brussels (95 pounds) saw a reduction of 22%, while Athens (89 pounds) saw prices decline 15% from last year. Eastern European destinations are also much more affordable; overnight costs are down 12% in Budapest (67 pounds), 25% in Bucharest (67 pounds), and 26% in Sofia (66 pounds). French destinations such as Lyon (86 pounds, -14%) and Cannes (99 pounds, -16%) are also worth considering.

### Affordable prices in Southern holiday destinations

For travellers looking for affordable last minute holidays, several island destinations may be of interest. In Crete, an overnight stay in a standard double room is down 26% from last

month to 70 pounds. Hotels in the Algarve region of Portugal are similarly down 39% in comparison to September, averaging out at 62 pounds per night. Destinations in Turkey, in addition to having more favorable temperatures, are also offering lower rates: travellers to Side (67 pounds) are paying 23% less, while visitors to Alanya (54 pounds) can expect prices 34% lower. Average prices for Playa de Palma in Majorca average out at 70 pounds, while Playa d'en Bossa in Ibiza is seeing rates of 50 pounds. Malta is also experiencing reduced accommodation costs, at 79 pounds per night - 26% lower in comparison to September.

### **Many UK cities at their highest point this year**

In the UK, prices are less stable in October, with important price hikes and declines to be found in many major cities. Prices in London rebounded after a two month decline, rising 11% to 142 pounds per night. In Blackpool, overnight costs rose 20% to 79 pounds – the city's highest point since April 2010. Both Sheffield (80 pounds, +18%) and Leeds (86 pounds, +12%) are also at their highest point since the beginning of the year. These spikes in price may be partly attributable to the October half-term holidays, which usually precipitate a surge in holiday bookings and inter-city travel. Nevertheless, several cities experienced dips in accommodation prices. A 10% drop in Edinburgh brings the city-wide average down to 108 pounds, which is the city's lowest point since March 2010. Lower overnight costs are also to be found in Liverpool (85 pounds, -22%), which after a significant price climb last month is now back in its customary price range.

**An overview of the average hotel prices in Europe, as well as several graphics and data charts can be found at:**

[www.trivago.co.uk/hotelprices](http://www.trivago.co.uk/hotelprices)

The [www.trivago.co.uk](http://www.trivago.co.uk) hotel price index shows the average overnight accommodation prices for the most popular European cities on trivago. Prices for a standard double room are calculated on the basis of 160,000 daily price inquiries for overnight hotel stays generated through the trivago hotel price comparison service. trivago stores all hotel enquiries for each month and therefore gives an overview of hotel accommodation prices for the upcoming month. The tHPI reflects the hotel prices within the European online hotel market: The overnight accommodation prices of 53 online travel agents and hotel chains create the average hotel prices for cities, regions and countries within Europe.

Subscribe to the monthly trivago price index by emailing: [thpi@trivago.com](mailto:thpi@trivago.com)

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Travellers find the ideal hotel for the best rate on trivago. The online service compares the hotel rates of 53 booking sites for 400,000 hotels worldwide. In addition, trivago has integrated over 15 million hotel reviews and shows the overall rating for each hotel. trivago does not just compare the prices of online hotel booking sites, but also the rates. Users can see whether breakfast is included, if any cancellation fees apply, and whether payment by credit card is available. trivago has the first "Freestyle" metasearch engine: travellers are able to search by holiday region, city or hotel name. With its headquarters in Dusseldorf, Germany, trivago was founded in 2005 and currently operates 21 international country platforms.