

tHPI December: Hotel rates continue to fall in December

European hotel prices are eight percent less than December 2008. In comparison to the previous month, overnight accommodation prices have decreased by four percent. In the United Kingdom hotel prices have decreased by 21 percent in Manchester and by 15 percent in Edinburgh in comparison to the previous 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.

London, 9th December 2009. The price for a standard double room continues to decrease in the majority of popular European cities. The current tHPI for December shows the average price for a hotel is four percent less than the previous month and eight percent less than this time last year. Copenhagen goes against the trend; average hotel prices have increased by 21 percent in comparison to November 2009, due to the United Nations Climate Change Conference in December.

Average hotel prices in the United Kingdom have decreased by five percent

Hotel prices in the United Kingdom are just below the European average in December making the United Kingdom the 9th most expensive destination in Europe; the average price for a double room is five percent less than the previous month at 90 pounds. The cheapest average hotel prices can still be found in Wales (80 pounds), followed by Northern Ireland (81 pounds) and Scotland (85 pounds). England has the most expensive hotel prices in December 2009 at 90 pounds. In comparison to December 2008, the British city with the largest decrease in hotel prices is Manchester where a standard double room is 21 percent less than this time last year (78 pounds). Hotel prices in Birmingham have decreased by 19 percent and by 15 percent in Edinburgh (91 pounds) in comparison to the previous year. In the Irish capital Dublin, prices have also dropped considerably by 19 percent to 86 pounds. Even though hotel prices have decreased by four percent in London in comparison to December 2008, at 126 pounds it is the fifth most expensive city in the tHPI.

Cheap Christmas shopping in European cities

There are many shopping possibilities around Europe to get travellers in the Christmas spirit. Many European cities are attracting guests with the lowest hotel rates of the year allowing travellers to get in some cheap last minute shopping before Christmas. In Milan (99 pounds), travellers save 14 percent in comparison to the previous month, in Venice (104 pounds) twelve percent. Prices have also decreased in Nice (77 pounds, eight percent less), Barcelona (87 pounds, nine percent less) and Istanbul (73 pounds, ten percent less). To prolong the festive season into 2010, travellers can visit the three king's celebration on the 6th January in Barcelona.

European Christmas markets increase hotel prices

In comparison to the previous month, hotel prices have risen in European cities that offer Christmas markets throughout December. In the German city Nuremberg travellers pay 97 pounds for a standard double room over the Christmas period, twelve percent more than in

November. The same can be seen in other German cities, such as Dresden (78 pounds, increase of ten percent) and Stuttgart (98 pounds, increase of six percent). The same trend can also be seen in popular cities in Austria and Switzerland. A standard double room in Vienna is 99 pounds in December, five percent more than the previous month; in Zurich prices have increased due to the Christmas market by three percent to 166 pounds.

Copenhagen: World Climate Change Conference drives prices up

The Danish capital Copenhagen is the only city in the trivago Hotel Price Index where overnight accommodation prices are at the highest level this year. With an increase of 21 percent, travellers have to pay 167 pounds on average for a standard double room. The reason for this is the United Nations Climate Change Conference in December that takes place in Copenhagen. Hotels in the city centre are very hard to come by during this event, and not surprisingly this event also makes Denmark the most expensive country to visit in December, a double room is 143 pounds.

Subscribe for the monthly trivago price index by emailing: thpi@trivago.com.

The www.trivago.co.uk hotel price index shows the average overnight accommodation prices for the most popular European cities on trivago. The average prices for a standard double room are calculated on the basis of 40,000 daily price inquiries for overnight hotel stay generated through the trivago hotel price comparison. 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.

Freedom to publish in reference to www.trivago.co.uk

1. A graph of the price change in the most important European cities can be found here: http://imgpe.trivago.com/contentimages/press/images/thpi_europaweit_dez_300_en.jpg
2. An overview of the average overnight accommodation prices for July – December 2009 can be found here: http://imgpe.trivago.com/contentimages/press/images/thpi_jul-dec09_uk.pdf
3. An overview of the average overnight accommodation prices for January – June 2009 can be found here: http://imgpe.trivago.com/contentimages/press/images/thpi_jan-jun09_ukx.pdf
4. The tHPI for 2008 can be found here: http://img.trivago.com/contentimages/press/images/thpi_1208_english.pdf

About trivago:

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. Additionally 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 and if cancellation and payment by credit card is possible. trivago has the first “Freestyle” meta search: travellers are able to search by holiday region, city or hotel name. trivago with its headquarters in Dusseldorf, Germany was founded in 2005 and currently operates 20 international country platforms.