

## European hotel prices plummet

**European hotel prices are seven percent cheaper in comparison to July 2008. These are the findings of the tHPI (trivago Hotel Price Index) which is published monthly by the hotel price comparison site [www.trivago.co.uk](http://www.trivago.co.uk). Travellers can currently find cheap hotel deals in the major Spanish and Italian tourist destinations. In top European cities prices have decreased up to 25 percent in comparison to the previous year.**

London, July 6<sup>th</sup> 2009. The trivago hotel price index shows that accommodation prices in Europe are seven percent less than the previous year. A standard double room in one of the top European cities costs 90 pounds in July 2009, compared to 97 pounds in July 2008. In 38 of the 50 cities hotel prices have decreased or remained the same.

### **Cheap hotel prices in Southern Europe**

There has been a substantial drop in prices in the most popular holiday destinations. In Rome, the price of a standard double room is 102 pounds in July, seven percent less than last year. In Milan hotel prices are seven percent less (93 pounds). Prices are also plunging in Spanish cities: a room in Madrid is 74 pounds, 31 percent less than the previous year (107 pounds). In Barcelona the average hotel price is 94 pounds, 28 percent less than July 2008. Other Southern European cities such as Turin (84 pounds), Palermo (81 pounds), Lisbon (75 pounds) and Bologna (73 pounds) have also seen a considerable decrease in prices.

### **Bargains also in Scandinavia and the United Kingdom**

Sweden and Norway are usually consistently expensive countries to visit, however this July prices are also more favourable. Overnight accommodation prices in Stockholm (101 pounds) and Oslo (111 pounds) are at their lowest level this year. These cities are 20 percent less than last month and over 10 percent less than last year. Also in the United Kingdom there are good deals this July in comparison to the previous year. A room in Brighton<sup>1</sup> this July is 14 percent cheaper at 110 pounds. Accommodation prices in Birmingham are 20 percent less (74 pounds); an overnight stay in Manchester is 17 percent less than July 2008. Hotel prices in the English capital have risen by two percent to 134 pounds and Geneva remains the most expensive European city at 194 pounds.

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. 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 difference in price for the top 25 European cities in comparison to July 2008 can be found here: [http://imgpe.trivago.com/contentimages/press/images/price\\_july08\\_july09.jpg](http://imgpe.trivago.com/contentimages/press/images/price_july08_july09.jpg)

The difference in price for the top 25 European cities in comparison to June 2009 can be found here: [http://imgpe.trivago.com/contentimages/press/images/price\\_june09\\_july09.jpg](http://imgpe.trivago.com/contentimages/press/images/price_june09_july09.jpg)

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

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<sup>1</sup> Additional city that is not included in the standard tHPI.

An overview of the average overnight accommodation prices for June can be found here:  
[http://imgpe.trivago.com/contentimages/press/images/thpi\\_0709\\_ukx.pdf](http://imgpe.trivago.com/contentimages/press/images/thpi_0709_ukx.pdf)

The tHPI for 2008 can be found here:

[http://img.trivago.com/contentimages/press/images/thpi\\_1208\\_english.pdf](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 17 international country platforms.