

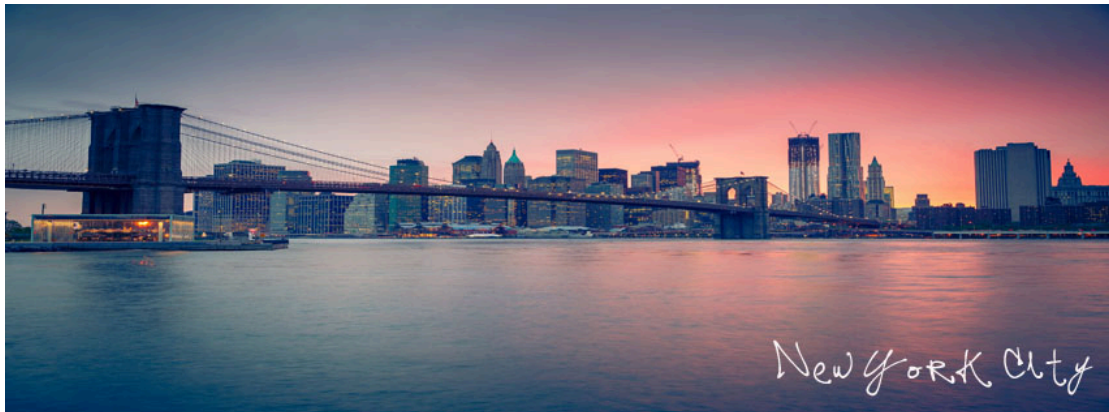


## HotelClub 2013 Travel Wish List Survey Results

The HotelClub Travel Wish List survey analysed the responses of more than 2500 Australian residents on their travel wish list.

### Results

#### 1) Overseas Travel – Which country is on the top of your wish list?



#### Top 10 responses

1. United States
2. Italy
3. United Kingdom
4. Canada
5. France
6. Greece
7. Fiji
8. Thailand
9. New Zealand
10. Japan

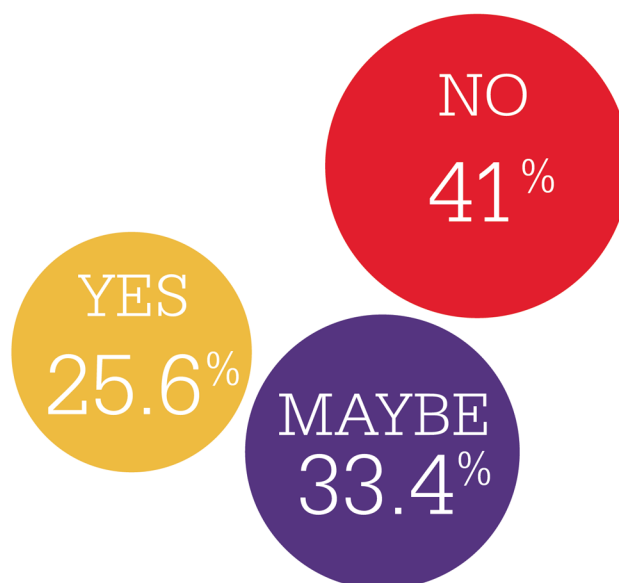
2) Domestic Travel – Which Australian destination is at the top of your wish list?



Top 10 responses

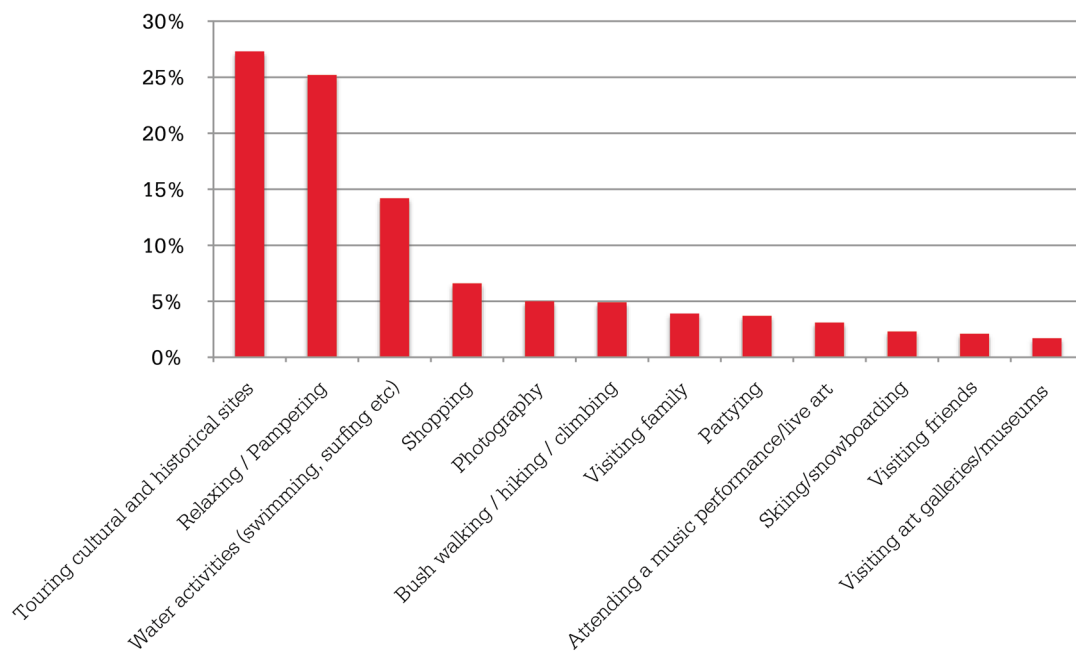
1. Broome
2. Melbourne
3. Cairns
4. Gold Coast
5. Perth
6. Hamilton Island
7. Whitsundays
8. Darwin
9. Sydney
10. Uluru (Ayers Rock)

3) Space travel is just around the corner, is space travel on your travel wish list?



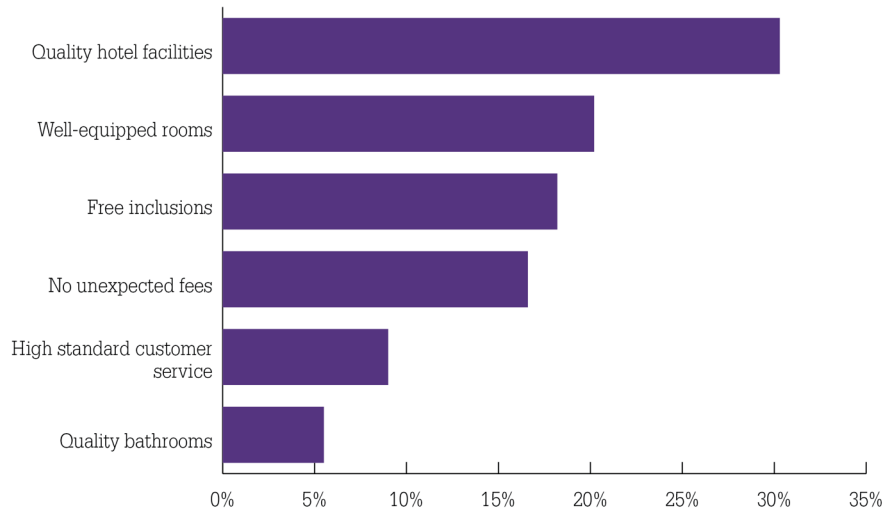
#### 4) What activity is top of your holiday Wish list?

Touring cultural and historical sites	27.3%
Relaxing / Pampering	25.2%
Water activities (swimming, surfing etc)	14.2%
Shopping	6.6%
Photography	5.0%
Bush walking / hiking / climbing	4.9%
Visiting family	3.9%
Partying	3.7%
Attending a music performance/live art	3.1%
Skiing/snowboarding	2.3%
Visiting friends	2.1%
Visiting art galleries/museums	1.7%



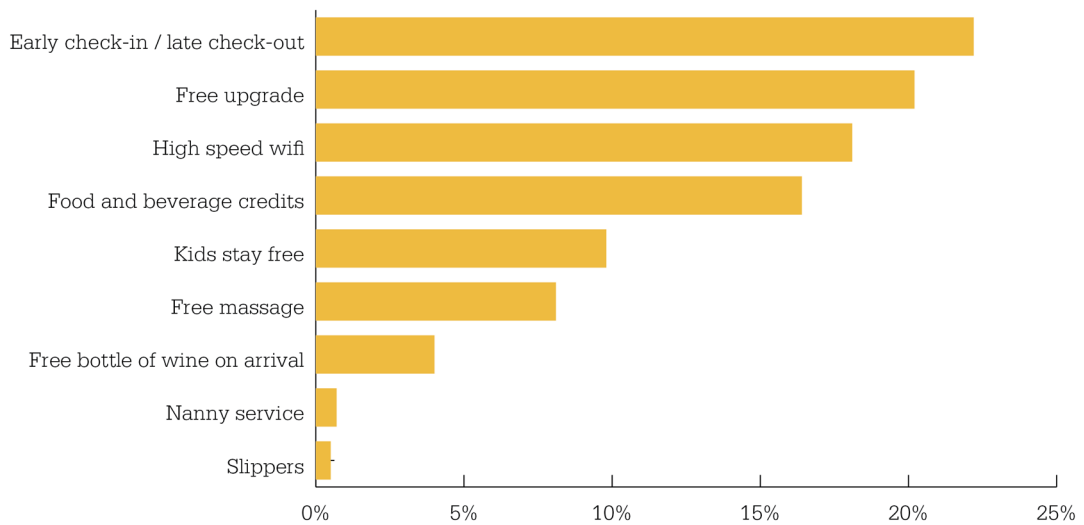
#### 5) What's top of your hotel wish list?

Quality hotel facilities	30.3%
Well-equipped rooms	20.2%
Free inclusions	18.2%
No unexpected fees	16.6%
High standard customer service	9.0%
Quality bathrooms	5.5%



### 6) Free inclusions – What’s on your wish list?

Early check-in / late check-out	22.2%
Free upgrade	20.2%
High speed wifi	18.1%
Food and beverage credits	16.4%
Kids stay free	9.8%
Free massage	8.1%
Free bottle of wine on arrival	4.0%
Nanny service	0.7%
Slippers	0.5%



## 7) What's your biggest hotel pet hate?

Lack of cleanliness	33.1%
Uncomfortable beds	17.5%
Noise & disruptions	12.9%
Extra or unexpected fees	11.4%
Poor customer service	7.8%
Poor room facilities	6.0%
Poor hotel facilities	4.0%
Below standard bathrooms	3.5%
Poor security	1.9%
Poor room lighting / ventilation	1.9%

