

# Hotels.com launches Nanolog competition to encourage Brits to keep travelling

Submitted by: pr-sending-enterprises

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Hotels.com, the world's leading hotel website, has announced the launch of a new competition to encourage Britons to take a break, however short. The contest comes on the back of research that showed a 46%\* increase in UK holidaymakers searching for single night holidays or 'nanobreaks' over the past year.

In keeping with the 'nano' theme, participants must create a 'nanolog' or mini blog about their nanobreak (<http://www.hotels.co.uk/hotel-deals/nanobreak>). The nanolog can be presented either as a series of Twitter posts, photos using Flickr or on video using YouTube.

These nanologs will be streamed live from the social media sites to a dedicated competition page on Hotels.com.

The person who posts the best entry - chosen by a judging panel - will win an extended nanobreak to Rio de Janeiro in Brazil for two, courtesy of TAP Portugal and the Caesar Park Ipanema hotel. Three runners up will receive one £200 Hotels.com voucher each.

The competition, open to UK residents over 18, will encourage participants to take a holiday, however short, even in these hard economic times.

Alison Couper, Communications Director for Hotels.com, said:

"The simple act of going on holiday for just a single night is relaxing and a change from the stresses and strains of life.

"All of our research shows that people see holidays as a right not a luxury and the rise in searches for nanobreaks is further evidence of holidaymakers' determination to keep travelling.

"We hope this competition will reward that determination with a bit of creative fun and encourage more people to take a much needed break."

Full details of the competition, which closes on September 1st 2009, can be found at the Hotels.com website.

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\* Hotels.com analysed searches for single-night stays for UK travellers during January-June 2009 compared to January-June 2008

About Hotels.com

As part of the Expedia group which operates in all major markets with dedicated staff, Hotels.com offers more than 100,000 quality hotels worldwide, including London hotels

(<http://www.hotels.co.uk/hotel-united-kingdom/hotel-edinburgh/>), New York hotels (<http://www.hotels.co.uk/hotel-new-york/hotel-new-york/>) and Dublin Hotels (<http://www.hotels.co.uk/hotel-ireland/hotel-dublin/>). If a customer can find the same deal for less on a prepaid hotel, Hotels.com will match it. Hotels.com benefits from one of the largest hotel contracting teams in the industry negotiating the best rates for its users, plus the site has user-contributed reviews of its properties. Travellers can book online or by contacting one of the multi-lingual call centres.

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