

Hong Kong hotels appreciated for top performance

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Wotif Group praises top-selling hotels at event in Kowloon

Continuing on their awards tour through Asia, Wotif Group recognised top hotel partners in Hong Kong, who attracted the most travellers through their popular accommodation sites - Wotif.com, AsiaWebDirect.com and LateStays.com during the past twelve months.

More than 100 hotel managers and executives who work closely with Wotif Group's North Asia team attended a cocktail event at the Hotel Panorama in Kowloon last Friday to see if their online efforts through the group had put them at the top of this year's list.

Wotif Group's Executive General Manager for Asia, Sii Eawsakul said, "Hong Kong is a key destination for Wotif Group in North Asia. Not only does it attract strong business bookings through our fast and easy-to-use sites, but it also has a lot to offer leisure consumers through our leisure-focussed brand, Asia Web Direct.

"During this tough past twelve months, we have remained focussed on promoting Hong Kong. We created a position for a locally based Product Executive who works closely with our partners to help them produce excellent results and our winners today have won amidst very tough competition," she said.

Awards were presented at the event to Wotif Group Top Achievers and Producers - those hotels who produced the most room nights and revenue respectively through all three Wotif Group brands combined*, and the winners were:

Top Achievers FY 08/09 (room nights)

1. Mingle on the Wing
2. Prudential Hotel
3. Ramada Hong Kong Hotel

Top Producers FY 08/09 (revenue)

1. Prudential Hotel
2. Royal Plaza Hotel
3. Mingle on the Wing

Additionally, awards were presented to hotels that signed up on each of Wotif Group's different brands during the year and hit the ground running, averaging the most room night sales per month since listing. This year the Best Newcomer awards went to:

Wotif.com Best Newcomer FY 08/09

- Mingle by The Park

LateStays.com Best Newcomer FY 08/09

- Bishop Lei International House

Asia Web Direct Best Newcomer FY 08/09

- The Royal Pacific Hotel And Towers

Moreover, awards were presented to the hotels who achieved the highest number of room night sales through each of the Wotif Group's brands. And this year the Star Performers awards were:

Wotif.com Star Performer FY 08/09

- Mingle on the Wing

LateStays.com Star Performer FY 08/09

- Island Pacific Hotel

Asia Web Direct Star Performer FY 08/09

- Renaissance Kowloon Hotel, Hong Kong

"Each Wotif Group website offers a unique experience to attract different consumers and each of the winning hotels effectively tailored their marketing to use these different strengths to their advantage," said Sii.

Wotif Group's brands in Asia include, Wotif.com - Australia's number one accommodation website, Asia Web Direct - offering comprehensive destination guides such as Phuket.com for locations all over Asia complete with hotel and tour booking functionality and LateStays.com - the last-minute accommodation booking service.

All Wotif Group sites offer hotels the ability to dynamically manage their rates, instant email confirmation of bookings, round the clock phone support and access to the millions of consumers globally that browse through these trusted sites each month.



Left to right: Venus Leung, Assistant Director of Sales at Prudential Hotel and Camille Lu, Product Director at Wotif Group



Left to Right: Ada Lam, Product Executive at Wotif Group and Ankely Man, Reservations Manager at The Royal Pacific Hotel and Towers



Left to Right: Hugo Miguel, Director of Sales & Marketing at Renaissance Kowloon Hotel and Ada Lam, Product Executive at Wotif Group



Left to Right: Freddie Ho, General Manager at Ramada Hong Kong Hotel & Ramada Hotel Kowloon and Camille Lu, Product Director at Wotif Group



Award Winners FY08/09