

Hotwire Reveals Hotel Rate Report for January 2011

Flagstaff, Arizona; Key West, Florida; and Albuquerque, New Mexico Debut on the Top Five List of Price Drops

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SAN FRANCISCO

SAN FRANCISCO, Jan. 19, 2011 / [PRNewswire](#)/ -- [Hotwire.com](#)®, a leading discount travel site, today announced the results of the January 2011 Hotwire® Hotel Rate Report. The report features the top five cities in North America where hotel rates have dropped the most and the top five cities where rates have experienced the biggest price increase. While one report guides customers to the destinations that will maximize their travel dollars, the other highlights places where using Hotwire to save money will be even more essential.

Top Five Price Drops:

The New Year kicks off with the debut of Flagstaff, Arizona; Key West, Florida; and Albuquerque, New Mexico on the top five price drop list with 12, 11 and eight percent drops, respectively. The stronger than normal winter storms this year have caused some delays on tourism in certain parts of North America. As a result, hoteliers are dropping rates in various cities to attract travelers.

January is traditionally a slow time of year for Flagstaff, but tourism is slower than normal this winter. Surrounded by natural wonders like Grand Canyon National Park, Flagstaff offers more than 200 restaurants, numerous night spots and a variety of cultural, historic and scientific attractions. The clean mountain air, year-round outdoor recreation opportunities and Western legacy are all part of the city's charm.

Key West is experiencing a decrease in travel due to many of their eastern snowbirds being stuck in the snow, literally. Additionally, Key West hotels have to compete with Miami's peak travel season and its return as a hotspot for convention business this month. As a result, they are dropping prices. The Florida Keys boasts year round warm weather, making it an ideal destination to fish, scuba dive or snorkel.

Albuquerque, New Mexico also makes its first appearance on the list due to the affects of the winter storms. With many outdoor activities to offer, explore the Sandia Mountains aboard the [Sandia Peak Tramway](#), the world's largest aerial tramway transporting tourists above deep canyons and breathtaking terrain. Travelers can also [ski and snowboard](#) at the area's top ski resorts.

When compared to the same time last year, the top five hotel price reductions for January 2011 include:

Rank	Hotel Market	Price Drops	Example of a Current Hotwire Deal, US\$/Night
1	Flagstaff, AZ	- 12%	3-star \$83
2	Key West, FL	- 11%	3.5-star \$125
3	Albuquerque, NM	- 8%	3.5-star \$75
4	Reno, NV	- 6%	4-star \$60
5	Salt Lake City, UT	- 6%	4-star \$79

Top Five Price Increases:

Sun-filled destinations top the list this month, including the number one and two locations, Honolulu and Miami, with 20 and 18 percent price increases, respectively. Hawaii is sparking an increase in leisure travel this month through various air promotions. That means competition is high for the destination's inventory of hotel rooms, which drives up pricing.

As noted above, this month is also peak travel season for Miami, which climbed two spots from last month. Hotels are filled to capacity as the city continues to hold business conventions, and host popular leisure events such as Art Deco Weekend and the Orange Bowl.

Last month's number one city for price increases, Providence, drops to number three with a 17 percent price gain. Rounding out the list are two popular Canadian cities at the fourth and fifth spots, Montreal and Toronto, with 17 and 16 percent price increases, respectively.

When compared to the same time last year, the top five hotel price increases for January 2011 include:

Rank	Hotel Market	Price Increases	Example of a Current Hotwire Deal, US\$/Night	
1	Honolulu, HI	20%	3.5-star	\$118
2	Miami, FL	18%	4-star	\$95
3	Providence, RI	17%	3.5-star	\$76
4	Montreal, QC	17%	3.5-star	\$89
5	Toronto, ON	16%	3.5-star	\$99

"Now that we're in the depths of winter, travelers either want to embrace the cold, or escape it," said Clem Bason, President of the Hotwire Group. "Fortunately for consumers, Hotwire has a wide range of travel needs covered with deeply discounted rooms in warm locations and winter wonderlands alike."

Over 1.8 million hotel rooms go unsold across North America every night. Hotwire is able to deliver great deals across all types of markets because it works with hotels, airlines, and car rental companies to fill unsold inventory.

About the Hotwire Hotel Rate Report

The Hotwire Hotel Rate Report will run results during the second week of each month. Results are calculated by looking at Hotwire stay dates for select regions in the current month, and comparing prices in the current month against Hotwire prices in the same month in the prior year. Prices are compared within the same star rating categories for consistency, and the percent change in price for each region is generated as an overall average of the changes in those categories. The prices in the charts above are examples for a particular star rating category within that market, and actual prices may be higher or lower than the example that is provided.

About Hotwire

Hotwire.com is a leading discount travel site with low rates on airline tickets, hotel rooms, rental cars, cruises and vacation packages. Launched in 2000, Hotwire negotiates deep discounts from its travel suppliers to help travelers book unsold airline seats, hotel rooms and rental cars. Hotwire is an [award-winning](#) website and operating company of Expedia, Inc. CST# 2053390-50. NST: 20003-0209. For more information, visit <http://www.hotwire.com/>.

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Contact:

Chris Fucanan

Atomic PR

(415) 593-1400

chris.fucanan@atomicpr.com

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Contact:

Chris Fucanan

Atomic PR

(415) 593-1400

chris.fucanan@atomicpr.com

SOURCE Hotwire.com

CONTACT: Chris Fucanan of Atomic PR for Hotwire.com, +1-415-593-1400, chris.fucanan@atomicpr.com

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