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LOCATION, LOCATION... AND PRICE COME UP TRUMPS FOR HOTEL BOOKINGS

- **Price, location and looks are the most important elements of booking a hotel^[1]**
- **The death of the travel agent as holiday makers use online searches and comparison sites to book their hotel breaks**
- **InvisibleHand, the free to download online shopping tool, to make it even quicker and easier to get the right hotel, in the right place and at the right price**
- **Download and use InvisibleHand for free at www.getinvisiblehand.com**

Research by [InvisibleHand](http://www.getinvisiblehand.com), the free price-finder tool for online shoppers and travellers has discovered what really makes people tick when they book a hotel^[1]. Price, location, how the hotel looks and website reviews are the top things travellers think about when booking their accommodation^[1].

With austerity still at the forefront of our minds, over eight in ten people (81%) say that cost is the most important element of booking a hotel room with Brits most likely to spend between £40 - £60 per person per night. A great location comes in next (75%) followed by how attractive the hotel looks (60%) and what peers say on hotel review websites (57%).

The death of the travel agent

Travel agents are becoming a thing of the past with only one in ten people (10%) making a hotel booking through an agent. 86% of people now search online themselves, making this the most common means of finding and making a hotel booking. Comparison sites are a big contender in the hotel booking contest as over half (53%) of people search via aggregators.

It's make or break.....

Staying in a good hotel is the key to a happy holiday it seems with six in ten (60%) people saying that the hotel choice can make or break a trip while 45% of people say they would rather stay at home than stay in a horrible hotel.

The launch of InvisibleHand's new hotel finding tool will make it even easier for people to find the best prices and deals on hotels online. It allows holidaymakers to see the best price for the

hotel they want, plus it will recognise in which area of a city they are searching for accommodation and will automatically show them other hotel options **in the same area** which may be cheaper and have a better rating. In one click, users will have access to verified hotel reviews, to a map and to information about the hotel's amenities.

Once downloaded, InvisibleHand uses real-time technology to discreetly and automatically alert shoppers if a product, flight and or hotel is available at a lower price elsewhere. It is available on all major web browsers, including Microsoft Internet Explorer, Google Chrome, Apple Safari and Mozilla Firefox.

Robin Landy, founder of [InvisibleHand](#), says: "With wallets being stretched British holiday makers are looking for the perfect hotel in the perfect place and at the perfect price. They can now do all of this simply and easily with our new hotel finding tool.

"InvisibleHand's hotel search technology is in tune with what users want and will look for the same or better rated hotels in the same area at a better price. It's a win-win situation for anyone looking to get away.

"Since InvisibleHand's launch in 2009, we have been able to pioneer real time price comparison, allowing online shoppers to feel confident they are getting accurate pricing information at any given time."

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

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Note to editors:

Please note: the correct way to write InvisibleHand is as one-word, with capital letters at the start of both words

1. Research undertaken in September 2011 online with a panel of 862 UK respondents.

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go

shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To date, InvisibleHand has been downloaded by over 2.1 million people and has already found savvy online shoppers over £84 million worth of savings in the UK alone. InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.