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## STAYCATIONS ROCK: LONDON AND EDINBURGH REVEALED AS TOP FOR HOTEL BOOKINGS BY BRITS

- **World class: London and Edinburgh top the list<sup>[1]</sup> as the most popular hotel destinations for holidaymaking Brits – outstripping Rome, Paris and even Las Vegas**
- **One in ten Brits booking hotels are looking for a ‘staycation’ in Britain’s action-packed capital**
- **Monday at 8pm the most popular time to book hotels as Brits try to beat the Monday back-to-work blues**
- **InvisibleHand finds the lowest price on hotels, flights and shopping - download and use for free at [www.getinvisiblehand.com](http://www.getinvisiblehand.com).**

The world may be our oyster, but London is the pearl when it comes to hotel bookings made by Brits, according to new data<sup>[1]</sup> from InvisibleHand, the real-time online shopping and travel tool.

London and Edinburgh top the list of the most popular hotel destinations for British holidaymakers – outstripping Rome, Paris and even the bright lights of Las Vegas. Incredibly, one in ten Brits booking hotels are now plumping for a ‘staycation’ in Britain’s buzzing capital.

### Top ten worldwide hotel destinations for UK holidaymakers:

Hotel destination
1. London
2. Edinburgh
3. Rome
4. Dublin
5. Paris
6. Amsterdam
7. Manchester
8. Barcelona
9. New York City
10. Las Vegas

Source: InvisibleHand

And while 'staycations' rock, the study also shows that **Monday evening at 8pm** is the most popular time for hotel hunting, suggesting that many Brits book their next break to beat the post-weekend back-to-work blues.

**Robin Landy, founder of [InvisibleHand](#), says:** "With wallets squeezed, Brits are no longer thinking 'viva Las Vegas', but 'hello London' when it comes to booking hotels. The 'staycation' trend has really taken off and our own homegrown cosmopolitan cities like London and Edinburgh are reaping the rewards.

"With Brits trying to beat the start-of-the-week blues, Monday evening is the most popular time for hunting for hotel deals. But regardless of the time or day, the important thing is that they make sure they are getting the best prices so that their hard-earned cash can go further. This is where InvisibleHand comes in, taking the legwork out of finding the best deals on the market and bringing them directly to you."

InvisibleHand is free to download in less than a minute via the website, [www.getinvisiblehand.com](http://www.getinvisiblehand.com).

**ENDS**

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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. InvisibleHand data based on Firefox, Chrome, Internet Explorer and Safari users looking for hotels between 1<sup>st</sup> June and 2<sup>nd</sup> August, 2011.

**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 million people and has already found savvy online shoppers over £70 million worth of savings in the UK alone.

InvisibleHand was recently shortlisted in the Small Online Business of the Year category for the National Business Awards 2011, the results of which will be announced later this year.

InvisibleHand is free and easy to download from [www.getinvisiblehand.com](http://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.