

## Stay247.com Re-invents Discount Online Accommodation

In a short period of time Brisbane-based Australian accommodation provider stay247.com has become a serious competitor to other online groups. They plan to expand their business and consumer base even more over the next few weeks.

However, unlike a number of other online accommodation sites, stay247.com boasts a unique service, taking bookings up to four months out, and also last minute. Stay247.com provides the most competitive hotel room rates instantly online and features a comprehensive and growing list of accommodation products. The hotel portfolio at Stay247.com increases daily to meet the needs of travellers seeking accommodation at the most competitive prices in some of the most popular tourism destinations throughout Australia.

Brent Cooper, stay247.com's founding and managing director, has been in the travel and hospitality industry for over 19 years, 12 of those were spent with Ocean Capital (previously Club Crocodile Holdings) a publicly listed entity which owns and operates accommodation houses throughout Queensland. Mr Cooper's roles at Ocean Capital included Resort Manager, Director of Sales & Marketing, and General Manager.

Stay247.com unique four month booking window strategy allows hoteliers to strengthen their yield management over the four month coming months and allows consumers to plan their holidays in advance, outside of the normal 28 day last minute deals.

Mr Cooper says that stay247.com's strategy will bring [online hotel bookings](#) in line with advance-purchase discount air travel.

"Stay247.com will broaden the last minute discount rate market by also offering special advance rates up to 4 months out. Discount advance accommodation rates can now be purchased at the same time as advance discount air travel. This market has been neglected by the current crop of online accommodation agencies." Mr Cooper said.

Essentially stay247.com is changing the travel industry in Australia, providing value and ease for the consumer, who are savvy enough to take advantage of online accommodation discounts. Traditionally commercial airlines release Boxing Day sale fares that are valid through to the end of April. Usually consumers' purchase these sale fares, however when shopping around for accommodation, find that nothing is available until a few weeks before. With Stay247.com's new strategy, consumers' now have the ability to buy these airline specials, and also book in advance their accommodation shortly after buying their fares.

Stay247.com's product is aimed at women, who are usually the prime decision maker when booking holidays and accommodation for their families or their bosses.

Mr Cooper has also said that Stay247.com are receiving a growing number of bookings from the older generation, "We are finding that older people are getting on their computers, experimenting and booking their accommodation online." Mr Cooper said. This is making them more internet savvy and at the same time, saving them a substantial amount of money.

Overall 2008 is a very exciting year for Stay247.com to further increase the success and growth of its unique strategy, and become a fierce competitor in the online accommodation market.

### About the Author

stay247.com is a fast secure [Australian online accommodation](#) specialist offering last minute and discount rates for the next four months. For further media information please contact

Emma Baker – Stay247.com Marketing Coordinator on 07 3891 5544