

## Web Stats Reveal Trend in Business Travel: 'New Concept' in London Hotels Captivates Web Surfers

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Agency: **SEO Position**



Since the London hotel opened less than two months ago in early December 2006, the Trafalgar Square Club Quarters has commanded a steadily increasing volume of web traffic on Europe's popular hotel bookings website EuroBookings.com. According to EuroBookings.com co-owner Marcel Stillekens, the Trafalgar Square Club Quarters is the 4th most viewed page on the company's website and the #1 most viewed hotel for the months of January and February.

EuroBookings.com is a leading resource for business and pleasure travelers seeking low rates on hotels throughout all European countries. "London hotels in general have always ranked among the top viewed pages on the website, but interest in the new Club Quarters Trafalgar Square is noticeably more pronounced than other hotels in London and throughout Europe," says Stillekens.

Designed primarily to meet the needs of the business traveler, Club Quarters calls itself a 'new concept for the hotel industry.' Member organizations utilize the rooms for their associates throughout the year and make rooms available to family and friends for pleasure during weekends and holidays. Though Club Quarters has a variety of locations throughout the US and Europe, including 2 other locations in London, it is the Trafalgar Square location that is attracting the lions share of online visitor interest according to the latest web statistics.

Stillekens says that the Trafalgar Square location and the building's history most likely contribute to the appeal of newly opened Club Quarters. Located in the heart of London's west end, the hotel now occupies the very ornate former Ministry of Defense building.

"With advanced web stats, we can detect the pulse of the travel and tourism industry," says Stillekens. He says that other hotels that rank among the top most viewed are the Hotel Donat Zadar in Croatia (#5 in total web traffic and #2 specific hotels) and the Le Meridien in Paris (#24 in total web traffic and #3 in specific hotels). Others that rank among the top London hotels include the Blakemore Hotel [www.eurobookings.com/london-hotels-gb/blakemore-hotel.html](http://www.eurobookings.com/london-hotels-gb/blakemore-hotel.html) and the Landmark London [www.eurobookings.com/london-hotels-gb/landmark-london.html](http://www.eurobookings.com/london-hotels-gb/landmark-london.html).

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