

Agoda raises the red lantern with hot hotel deals for Chinese New Year

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BANGKOK, JANUARY 16: To mark the 2008 Year of the Rat, online hotel merchant Agoda Company wishes its customers a warm “Gong Xi Fa Cai” with special hotel rates at Asian hotspots.

Chinese New Year (CNY) begins on the 7th of February this year and is traditionally celebrated over 5 days, each involving specific rituals to cleanse and prepare for a prosperous year. Being the first animal in the Chinese Zodiac, the rat represents wealth, ambition, order and charm. According to the Chinese, 2008 is a time for activity, renewal and hard work.

While not always an official holiday, CNY is widely celebrated among Chinese communities and particularly across Asian countries with dense Chinese populations. Malaysia, Singapore and Thailand are buzzing with activity during this time and visitors can enjoy the many lion dances, street parades, firecracker explosions and – or course – abundance of food available in each country’s respective Chinatown.

In Kuala Lumpur, tourists can stroll down Petaling Street, where red lanterns and street vendors pepper the streets. Thailand celebrations occur in Bangkok’s vibrant Yawaraj district and at the Jui Tui shrine in Phuket. Meanwhile, fireworks and activities are organized throughout Singapore during the CNY period.

To join in on the CNY festivities, Agoda has organized special rates with hotels in the hotspots mentioned. As Agoda’s Vice President of Business Development, Mr Wilfred Fan says “While the metropolises of Mainland China are quiet during the CNY period, as people spend the time at home with their families, the Southeast Asian cities of Bangkok, Kuala Lumpur, Phuket and Singapore are brimming with activity. This makes CNY a perfect time for travelers to visit and experience some of the important cultural features of these destinations”.

Hotels with hot deals from Agoda over CNY include:

Bangkok:

- Adelphi Suites Hotel with rates from US \$70
- Prince Palace Hotel with rates from US \$52
- Grand Diamond Pratunam Hotel with rates from US \$
- Heritage Baan Silom Hotel with rates from US \$78

Phuket:

- Royal Paradise with rates from US \$71
- Duangjitt Resort with rates from US \$ 52
- Manathai Hotel & Resort with rates from US \$74
- The Racha Hotel with rates from US\$187

Kuala Lumpur:

Swiss Garden with rates from US \$63

Zon All Suites Residences with rates from US \$66

Singapore:

Park Hotel Orchard with rates from US \$130

Meritus Mandarin with rates from US \$185

Please note that the above rates were available during the CNY period of February 7-11 at the time of publishing and are subject to change. To make your reservations over this festive time, book now at Agoda.com.

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About Agoda Company:

Agoda (agoda.com) is an online hotel reservations service which specializes in securing the lowest discount hotel prices in Asia. Agoda is part of Priceline.com (Nasdaq:PCLN). Based in Singapore with operations in Bangkok and the Philippines, Agoda's network includes 7,000 hotels in Asia and more than 33,000 worldwide. The staff of 200 professionals provides a first-rate reservation service that uniquely combines local knowledge and local connections to provide the best hotel deals to both business and leisure travelers. In addition, Agoda customers participate in the Agoda Rewards Program, earning further discounts and free stays. Unlike programs that limit travelers to a single chain, the Agoda Rewards Program allows customers to redeem Rewards Points at any hotel, at any time. A member of the Pacific Asia Travel Association (PATA), Agoda's aim is to promote travel by making it more affordable and more accessible to more people.

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