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Sunday, August 18, 2013, 13:00 Hrs [IST]

Middle Eastern travellers' demand for European destinations up on year 45% in Aug 2013: HotelsCombined

By TBM Staff | Mumbai

Demand for European destinations rose by 45 per cent this month among Middle East travellers compared with the same period last year, according to a recent study by leading price comparison site, HotelsCombined. London, Paris and Frankfurt featured among the travellers' top five destinations alongside Kuala Lumpur and Dubai. In terms of popularity, the London neighbourhood of Marylebone was by far the most searched area for Middle Eastern travellers for the second year in a row, likely due to its proximity to attractions such as Hyde Park and for its abundance of high-end hotels, including The Montcalm and The Churchill Hyatt Regency. In Paris, bookings for hotels along the Champs-Elysees strip-home to the famed Arc de Triomphe and the Place de la Concorde—attracted the most interest among Middle East online

Middle East travellers were also found to be spending substantially more per booking in these destinations than the global average.

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