



Cheap and Easy is the ONLY Reputation to Have

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In a cheeky campaign promoting "hotel deals almost as hot as he is" Quickbeds is out to remind Australians it has never been easier to book cheap accommodation online – be it caravan parks or five star luxury hotels.

Quickbeds General Manager John Feenaghty said the fresh campaign, including a faster and more user friendly web site with rooms bookable up to 99 days in advance, was in response to the growing consumer demand for booking accommodation over the internet.

"In the last 10 years we have seen the figures rise from less than one per cent using online travel services to more than 40% by 2009," Mr Feenaghty said.

"On-line research tells us to expect this to double by 2015 - Already dollar figures for last year alone show on- line travel sites accounted for \$3 billion worth of Australian accommodation sales.

"Travellers can take control of their own destiny and search for bargains in the time it takes to make a cup of coffee – this is a great thing to happen to the industry."

Mr Feenaghty said their association with Flight Centre, Australia's biggest travel company, gave them the ability to cater for all travellers' needs.

"We are confident "cheap and easy" is what today's modern travellers seek from their accommodation booking experience. No laborious searches, no hidden extras, no booking fees and no fuss," he said.

The tongue-in-cheek campaign, featuring billboards with Warwick Capper promoting hotel deals that are "cheap and easy - just like me" will roll out across the country this month. Among the key selling points Capper will be helping to promote are Quickbeds' no booking fee policy and its range of exclusive "sheet hot deals" starting from \$99.

"Warwick Capper has always been a little irreverent. Those tight shorts, that mullet, the product of the 80s – even the fact he is a little of a himbo (male bimbo) – reinforces the fact anyone can go to our site and find a deal that suits them – it's not rocket science," Mr Feenaghty said.

Having already experienced huge success with "babymoon" packages – weekends for couples before the baby arrives – Quickbeds' new offering will also include a range of unique and quirky cheap accommodation options designed to cater for a new breed of customer.

"Customers' accommodation needs now are so diverse – one size definitely doesn't fit all," Mr Feenaghty said.

"It's no longer just about getting away from it all once a year, which is why we are developing tailor-made short break packages to appeal to a range of specialist markets."

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