



## How to wake up on the right side of the bed this Christmas

*With one in four Aussies relegated to sleeping on a couch this Christmas it's not too late to book your Stayz Summer holiday home*

**SYDNEY, 4th December 2017:** Stayz, Australia's most popular holiday rental website, has released Stayz Summer Trends research revealing the different ways Aussies plan to spend their summer holidays – from the sofa to the outback.

### Awkward sleeping arrangements

New research from Stayz reveals that Aussies are sleeping in the most peculiar places when celebrating over the festive season from cars to floors and on the sofa. With not too many sleeps until Christmas, Stayz has released a list of last minute destinations to hang your Christmas stocking and avoid the pain of awkward holiday sleeping arrangements.

The Stayz Summer Trends research\* reveals how people plan to spend their upcoming Summer holidays, and when asked where they have slept at their most recent family Christmas the research found that:

- 28% of Aussies have ended up sleeping on a couch over the festive season
- 24% admitted they've had to sleep on the floor
- 19% shared a room
- 14% even slept in the car over Christmas

With sore backs adding to the Christmas hangover, Stayz has compiled a list of holiday destinations across the country where travellers can still book their last-minute holiday homes and ensure there is a bed for every family member or friend. The top six include:

1. Explorer Country (Mudgee and Orange NSW)
2. Southern Highlands (Burrawang, Bundanoon, Bowral, Mittagong NSW)
3. Snowy Mountains (Crackenback, Thredbo, Jindabyne NSW)
4. Macedon & Spa Country (Hepburn Springs VIC)
5. Phillip Island & Gippsland (Cowes VIC)
6. Sunshine Coast (Noosa Heads, Sunshine Beach & Bribie Island QLD)

Simone McDermid, PR and Communications Manager at Stayz says, “nobody wants to have to share the sofa at their aunt's house this Christmas, so we want to remind everyone that it isn't too late to book your Christmas or Summer holiday. There is still a variety of homes, big and small, that can suit your holiday needs. Many of these homes have great entertaining areas and dining tables to cater for you and the extended family over the festive season.”

### Will tree change trump sea change in 2017/18?

Trend data shows that Australians holiday preferences are changing, too. While the Aussie coastal holiday isn't expected to go out of style anytime soon, Stayz bookings data shows that there has been a spike in bookings in cities and regional areas this year.

“Areas like the Clare Valley in SA, The Avon Valley in WA and the Northern Territory in general have been popular locations where holiday homes are close to being booked out this Summer. Traditionally the Far North Coast and South Coast of NSW and the Mornington Peninsula in VIC have been some of our most popular beachside destinations, but we are seeing a trend towards people choosing more rural and inland destinations for their home away from home.

“City breaks are also seeing a resurgence, from staycations to inter-state breaks. On average travellers booking city breaks are choosing to stay longer, booking 9 days on average, compared to non-city locations where bookings over this busy Summer period are on average five-day bookings” said McDermid.

For more Summer holiday home inspiration go to [www.stayz.com.au](http://www.stayz.com.au).

-ENDS-

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**NOTES TO EDITORS**

About Stayz

Australia’s number one online holiday rental website, Stayz allows travellers to search and compare a huge variety of amazing holiday homes to ensure a unique and memorable accommodation experience wherever they break in Australia. With more than 40,000 holiday rentals in over 2,000 unique locations across Australia, Stayz offers whole homes ranging from the highly aspirational and unique to the everyday getaway, suiting every budget and family size. Stayz is part of online holiday rental global leaders HomeAway Inc. © 2017 Stayz Pty Ltd. All rights reserved. Stayz and the Stayz logo are trademarks of Stayz Pty Ltd.

\*About the Research

HomeAway, the parent company of Stayz, in November 2016 commissioned research with Research Now as part of a global study on habits around Christmas with consumers globally. The sample of the Australian audience was 500 people. Additional data about destinations listed in this press release is based on bookings and availability for the periods of 21st December 2017 - 1 January 2018 and 2 January - 31 January 2018. Note that price and availability may fluctuate and this data was pulled and correct as of 20th November 2017.