

Asphalt Over Sand: Priceline.com Finds Labor Day Travelers Are More Attracted To Big Cities Than Beaches

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Blame it on the recent rains, the storms, or maybe the sudden temperature dip in some parts of the U.S. Whatever the reason, big cities are out-polling the beaches in priceline.com's (Nasdaq: PCLN) 5th annual survey of the 50 most-popular destinations for the upcoming Labor Day holiday.

To compile its list of the Top 50 Labor Day travel destinations, priceline.com looked at a sampling of more than 30,000 hotel room booking requests made by priceline.com customers for the September 1-3, 2007 period. Because the survey is based on actual booking requests, and not on consumer preference polls or votes, priceline.com believes its annual survey is one of the more accurate predictors of Labor Day travel trends.

Priceline.com also said it still has plenty of last-minute airline tickets, hotel rooms, rental cars, vacation packages and cruises available for Labor Day getaways. Visit www.priceline.com for full details.

Chicago was the big winner in the Labor Day 2007 survey, with the Millennium Park and North Michigan Avenue areas coming in #1 and #2 in popularity. New York City followed up with the next 4 spots on the list for its Upper Midtown, Midtown East, Soho and Midtown West neighborhoods. Las Vegas and San Francisco neighborhoods rounded out the top 10 spots on the list.

Beach areas weren't totally shut out on the list. San Diego took six spots on the list, the highest total of any individual city, while other areas making the list included Waikiki, Key West, Virginia Beach, Hilton Head and San Juan. For most Americans, Labor Day is a long weekend, so almost no overseas international destinations made the list, with the exception of London.

Destinations recording the biggest gains in popularity over 2006 include Jersey City (+20 spots to #23), St. Louis (+19 spots to #12), New York's Midtown South area (+19 spots to #30) and San Diego's East County (+14 spots to #18).

Priceline's Top 50 Destinations for Labor Day 2007

Rank 2007	Neighborhood	Rank 2006	Yr/Yr Change
1	Chicago, Millennium Park, Loop & Grant Park Area	2	+1
2	Chicago, North Michigan Ave/River North Area	4	+2
3	NYC, Upper Midtown/Central Park South	1	-2
4	NYC, Midtown East	7	+3
5	NYC, Downtown/Soho/Financial District	5	0
6	NYC, Midtown West	6	0
7	Las Vegas, Strip Vicinity South	NA	NA
8	Las Vegas, Strip Vicinity	3	-5
9	San Francisco, Union Square West	12	+3
10	San Francisco, Union Square East, Embarcadero	11	+1
11	San Diego, Coastal Area	8	-3
12	St. Louis, Downtown	31	+19
13	Boston, Copley Area	15	+2
14	Seattle, Downtown	9	-5
15	San Diego, Downtown & Harbor Island	13	-2
16	Vancouver	14	-2
17	Boston, Downtown/Charlestown	16	-1
18	San Diego, East County	32	+14
19	San Diego, Point Loma/Shelter Island/Old Town	21	+2
20	St. Catharines, Niagara Falls	19	-1
21	Montreal	22	+1
22	San Antonio, Downtown/Riverwalk	17	-5
23	Jersey City	43	+20
24	Las Vegas, Strip Vicinity North	NA	NA
25	Chicago, O'Hare Airport Vicinity	23	-2
26	Oahu, Waikiki Beach Area	NA	NA
27	Beverly Hills/West Hollywood	NA	NA
28	Philadelphia, Downtown	34	+6
29	Las Vegas, Convention Center/UNLV	18	-11
30	NYC, Midtown South	49	+19
31	Hollywood	NA	NA
32	Orange County, Disneyland Area	26	-6
33	Austin, Downtown	27	-6
34	Atlanta, Downtown	NA	NA
35	San Francisco, Fisherman's Wharf	NA	NA
36	Boston, Brighton/Brookline	35	-1
37	London, Mayfair/Soho	NA	NA
38	Monterey/Pacific Grove	36	-2
39	Oahu, Waikiki Marina Area	NA	NA
40	Virginia Beach	30	-10

41	Markham (Ontario)	37	-4
42	Washington, DC, White House/Downtown	33	-9
43	Toronto, Downtown	24	-9
44	San Diego, Mission Valley	NA	NA
45	New Orleans, French Quarter	40	-5
46	San Diego, Coronado	NA	NA
47	Orlando, Universal Studios/Sea World	38	-9
48	Key West	NA	NA
49	Hilton Head	47	-2
50	San Juan	20	-30

NA - Did not appear on last year's list.

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