

Booking.com Celebrates Halloween with Haunted Hotels Campaign

AMSTERDAM - October 18, 2013. [Booking.com](http://www.booking.com) (<http://www.booking.com>), the largest brand in the global online accommodation sector, has exactly what customers are looking for - even haunted hotels. Showcasing haunted properties from around the globe, travelers can find their next ghostly getaway with the [Haunted Destinations](#) finder.

"With over 350,000 properties worldwide and over 25 unique accommodations, including haunted hotels, customers have nothing to be afraid of when trying to get their stay exactly right," says Paul Hennessy, Booking.com's Chief Marketing Officer. "With Halloween around the corner, we wanted to help travelers better navigate our array of property choices, particularly those inspired by the holiday spirit. We are dedicated to bringing travelers an experience unlike any other regardless of where they stay or how they book."

With the world's largest variety of accommodations, Booking.com brings its extraordinary roster of bewitching properties to life through a horrific *Haunted Hotels* advertising campaign starring the Queen Anne Hotel in San Francisco. For American guests seeking to "Stay If You Dare", Booking.com's haunted destinations span across country including: [The National Hotel](#), Jamestown, California, [Stanley Hotel](#), Estes Park, Colorado, [The Vinoy Renaissance](#), St Petersburg, Florida, [The Gettysburg Hotel](#), Gettysburg, Pennsylvania, [Hotel Galdez](#), Galveston, Texas and [The 1886 Crescent Hotel](#), Eureka Springs, Arkansas.

Booking.com's *Haunted Hotels* advertising campaign, created by Wieden+Kennedy Amsterdam, will be featured online, in movie theaters and on TV networks across the country. The Queen Anne along with the six other hotels will also be brought to life in movie-style posters appearing in selected theater lobbies across the country.

To find haunted properties and view the Booking.com Halloween TVC spots visit: www.Booking.com/haunted

Click here : <http://www.hightail.com/download/OGhmYkJ0RkUwZ252bk1UQw> to download high-resolution images from the TVC and of the haunted hotel movie posters.

- END -

About Booking.com

[Booking.com](http://www.booking.com) is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees – ever. The Booking.com website is available in 41 languages, offers over 350,000 hotels and accommodations in 185 countries, features over 24 million reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 16 years of experience and a team of over 6,000 dedicated employees in 110+ offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience. Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of the Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#), [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.



FOR IMMEDIATE RELEASE

###

MEDIA CONTACTS:

MWW

Laura Anderson

MWW for Booking.com

Bookingcom@mww.com

Wieden+Kennedy Amsterdam

Claire Beesley

+31 (0)20 712 6643

Claire.beesley@wk.com