

Interest in Rome Hotels Up 233 Percent as RBS Six Nations Championship Nears

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Though Rome is famous for its historically rich architecture, it is something else that is has crowds planning to swarm the Italian city in March. With two important Rugby RBS Six Nations Championship games just a few weeks away, daily interest in Rome hotels has increased 233% between the months of January and February on EuroBookings.com's [www.eurobookings.com](#) discount hotel booking site.

“Rome is always a popular tourist destination because of the city’s history and charm, but with the games next month, the increase interest in Rome hotels has spiked dramatically—which is not uncommon for such a culturally important event,” says EuroBookings.com co-owner Marcel Stillekens.

Stillekens says that analysis of EuroBookings.com’s website statistics provides a fascinating insight into the collective consciousness of European travelers. With such a large number of visitors from around the world, Stillekens says the website offers a heads up on which events throughout Europe will draw the largest crowds. .

Compared with 2 of Italy’s most popular events, the Birth of Rome Celebrations in April and the RomaEuropa Festival starting in September, the RBS Six Nations Championship is driving more interest in Rome hotels and resulting in a greater number of on-site booking conversions. Second only in Rome hotel bookings to the Palio of Rome Final, the annual mega football tournament in April, the buzz suggests that the RBS Six Nations will become one of the hottest events of the year for Rome.

On March 10, Italy’s rugby union team will face off against Wales at the Stadio Flaminio and then will go head to head with Ireland on March 17th. With just 7 days between the two heated games, EuroBookings.com web statistics suggest that many travelers will stay in the city to watch both challenges.

EuroBooking.com is designed around the philosophy that by tapping into the collective consciousness of the world traveling community, that business and pleasure travelers can maximize the enjoyment of their experiences. By incorporating consumer

critical information and unedited customer reviews into each of its Rome hotels listings www.eurobookings.com/italy-it/reservations-rome-hotels.html, the popular discount European hotel booking website has attracted a large share of the traveling audience.

Stillekens says that the most popular hotels are filling up fast, but there are still reservations available close to the Stadio Faminio for rugby fans and those seeking the thrill and excitement of taking part in such a popular event. “If someone is planning to visit Rome, this is the perfect time of year to do it. With so much energy and excitement abound during the championship, there are lots of additional things to do and the city becomes an ideal atmosphere to meet likeminded people,” he says.

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EuroBookings.com
Aribana NV
31 611017113
Edo Jansen

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