

UK first as Premier Inn reaches 40,000 rooms



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Premier Inn has announced it has reached 40,000 rooms in its portfolio, with the latest opening in Chester City Centre.

The Whitbread-owned brand, which is Britain's biggest hotel provider is the first in the UK to achieve this milestone and represents a major landmark in the hotel sector.

Patrick Dempsey, Managing Director of Whitbread Hotels and Restaurants, said, *"We are delighted to reach this landmark as it further demonstrates our industry leading position, and means we are on track to achieve our target of offering 55,000 rooms in the next five years."*

The 40,000th room comes as part of the new 120 bed [Premier Inn Chester City Centre hotel](#), which is located in the town centre, making it perfect for both leisure or [business guests](#).

As with all Premier Inn rooms, the new rooms at the Premier Inn Chester City Centre hotel cater for up to two adults and two children (aged 15 and under) and include an en-suite bathroom with shower and bath; a king-size bed with luxurious duvet; remote control TV with Freeview; tea/coffee making facilities, and a spacious desk area with WiFi internet access.

As well as being the first UK hotel provider to reach 40,000 rooms, Premier Inn was also the first Britain-wide hotel group to sign up with national tourist board VisitBritain; this means Premier Inn is now part

of a new quality assessment scheme, specially created for budget accommodation.

-Ends-

Notes to Editors:

About Premier Inn

Premier Inn, is the UK's biggest hotel brand with 572 budget hotels and more than 40,000 rooms across the UK. Premier Inn bedrooms feature en-suite bathroom, TV, and internet access for business guests. Premier Inn is renowned for its quality and value and even offers customers a 'Good Night Guarantee' - if a guest does not get a good night's sleep they will get their money back - an offering which is unique amongst Britain's leading hotel chains..

A joint venture with Emirates has seen the Premier Inn brand develop in the Gulf region, with its first hotel in Dubai in Spring 2008. Premier Inn also has a joint venture with Emar-MGF to roll out 80 budget [hotels in India](#) by 2017. On a domestic front, Premier Inn is set to be the biggest provider of budget [hotels in London](#) by the time of the 2012 Olympics.

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