

Premier Inn Wins Business Hotel Travel Award For Third Year In A Row



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Premier Inn has been recognised for the third consecutive year at the prestigious Business Travel Awards, regarded as the business travel industries' benchmark for excellence. This year Premier Inn was again named as the 2010 'Best Hotel Group' - one of the most coveted awards of the night.

[Premier Inn](#), with nearly 600 hotels across the UK, beat off competition from Accor and Rezidor Hotel Group to win this top accolade. Host John Culshaw cited Premier Inn's unique 'Good Night Guarantee' as a point of difference which made a real impact on the judges. The judging panel is made up of business travel journalists, CEOs and business travel managers from across the UK.

This award marks three successive years of success and recognition at this high profile business travel event. Previous Premier Inn wins include the 2009 'Best Business Hotel brand', 2009 'Best Business Expense Management process' for the [Premier Inn Business Account](#) and the 2008 'Best Business Hotel Brand' award.

Whitbread Hotels & Restaurant Managing Director, Patrick Dempsey commented: "All of us at Premier Inn are exceptionally proud to win this important title for the third year in a row. We firmly believe this reflects our core values of quality, consistency and value for money for all of our guests. The on-going recognition in these awards underlines that Premier Inn really is the no.1 hotel chain of choice for business travellers across the UK."

He added; "However we can never be complacent and are constantly looking for ways to improve Premier Inn's value for money proposition for all our

guests. We will continue to innovate our market leading booking and payment solutions as well investing in our hotels and restaurants to ensure Premier Inn continues to grow and the standards are always high."

Premier Inn will be on show at the upcoming Business Travel Show at Earls Court on the 9th & 10th February. Anyone can visit the Premier Inn team at stand no.40 on either day to discuss Premier Inn hotels and restaurants.

About Premier Inn

Award-winning Premier Inn is the UK's largest and fastest-growing hotel brand with 580 budget hotels and more than 40,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathroom, TV with Freeview, and WiFi internet access. Premier Inn offers customers a money-back 'Good Night Guarantee' of a good quality room, comfortable surroundings and friendly service, which is unique amongst Britain's leading hotel chains. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

Premier Inn was 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.

In 2008 Premier Inn launched in Dubai and in 2009 opened the first of its [hotels in India](#). On a domestic front, Premier Inn is set to be the largest provider of budget [hotels in London](#) by the 2012 Olympics.

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