

Premier Inn announces expansion in the Middle East



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Premier Inn, the UK's biggest hotel chain, has announced the expansion of its offering in the Middle East with the opening of its third hotel in the region.

The opening of the [Premier Inn Dubai International Airport](#) follows two successful openings in Dubai over the last 18 months, as well as the first [Premier Inn hotel in Bangalore India](#) which opened towards the end of 2009.

Situated immediately opposite Dubai International Airport Terminals 1 and 3 and with a free shuttle bus circulating every 30 minutes, Premier Inn Dubai International Airport boasts 281 en-suite rooms, a restaurant, bar and Costa Coffee Shop as well as an al fresco refreshment area with pool table. The hotel also has a swimming pool and whirlpool bath.

Darroch Crawford, Managing Director of Premier Inn Middle East commented: "Following the success of the first two Premier Inns in the region, we're really excited about the third Premier Inn opening. [Premier Inn](#) has opened up the traditionally luxurious holiday destination of Dubai to those travellers who are looking for great value for money, making it an accessible exotic location for families and couples of all ages, as well as being a great value alternative for those travelling on business."

The hotel operates under a strategic partnership with The Emirates Group, a relationship that was established to develop the Premier Inn brand within the Gulf region. The partnership began operating in 2008

when Premier Inn first introduced their high standard value hotel model into the Gulf market.

Plans are underway to continue to develop sites across the states of the Gulf Cooperation Council.

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Notes to Editors:
Award-winning Premier Inn is the UK's largest hotel brand with 583 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 meaning Premier Inn is now part of a new quality assessment scheme, specially created for budget accommodation.

In 2008 Premier Inn launched in Dubai and is now open 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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