

Premier Inn Introduces UK's First Twitter Concierge Service



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Premier Inn has announced it will be introducing an innovative Twitter-based 'virtual' concierge service for its guests, shaking up the traditional hotel concierge.



Not only is this revolutionary take on the concierge concept a UK first, but [Premier Inn](#) is also becoming the first budget hotel chain to offer a concierge style service to its guests.

To access Premier Inn's weekend Twitter concierge service, guests must [tweet @PremierInn](#) concierge and simply ask for recommendations on anything from local activities for the kids, karaoke bars in the area, directions to the local theatre or even where to find an emergency dentist.

The weekend Twitter concierge service will initially run as a trial for one month on Friday evenings in October with a view to extending it if it is proved of value to guests.

Steve Conway, who is leading innovation at Premier Inn, said: "We aim to offer our guests great service and outstanding value. We're very proud to be the first budget hotel brand in the UK to offer guests

this unique Twitter concierge service to help them make the most out of their [weekend away](#)."

Ex-air hostess Danielle Lineker has a background in providing quality customer service and will therefore act as Premier Inn's first virtual concierge on launch day (1st October). Danielle will offer personal recommendations to guests ranging from [family activities](#), to romantic tips for couples or suggestions for making the most of a girly weekend away.

Premier Inn has over 580 hotels nationwide, and rooms start at £29 for a family room for four. To find out participating hotels where the £29 room offer is available, customers can visit www.premierinn.com

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About Premier Inn:

Award-winning Premier Inn is the UK's biggest budget hotel brand with over 580 [budget hotels](#) and more than 42,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview channels, and WiFi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

In 2008 Premier Inn launched in Dubai and is now open in Bangalore, India. On a domestic front, Premier Inn aims to be the largest provider of budget hotels within the M25 area by 2012.

Under the Premier Inn room offers, Premier Inn is offering rooms from just £29 (restrictions apply).

Premier Inn supports WaterAid, the international charity whose mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education. Premier Inn, as part of Whitbread Hotels and Restaurants, aims to raise £1 million for WaterAid over the next two years.

Terms and Conditions:

- The Twitter concierge service will run as a one month trial on Friday's only (9am-9pm) from 1 October to 31st October 2010
- Guests must mention #PIconcierge when tweeting to ensure a response
- All #PIconcierge will be responded to by an appointed Premier Inn concierge

- Responses will come from the @PremierInn Twitter account
- Premier Inn cannot be held responsible for providing any incorrect information to guests that choose to use the Twitter concierge service
- Premier Inn is not endorsing any of the products, places or services which are mentioned through the Twitter concierge service

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