

Premier Inn Voted Leading Economy Hotel Brand In Europe



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Author: [Premier Inn](#)

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Premier Inn, the UK's biggest budget hotel brand, has been voted the leading Economy hotel brand for the fourth year running in the JD Power European Economy Hotel Guest Satisfaction Survey for 2011, with a 757 point index score.

The study, now in its seventh year, examines the overall satisfaction of European hotel guests based on seven measures and Premier Inn performed well in the following: reservations; check-in/check-out; guest room; food and beverage; hotel facilities; costs and fees.

Gerard Tempest, Sales and Marketing Director for Whitbread Hotels and Restaurants, commented: "Receiving this award is a testament to the hard work of our teams and their commitment to ensuring that every guest has a great stay with us.

"Premier Inn is absolutely delighted to receive this award for the fourth consecutive year. We would like to say a huge thank you to all of those guests who voted for us and we look forward to welcoming them back in the near future."

The 2011 European Hotel Guest Satisfaction Index Study is based on responses from more than 14,000 guests who stayed at a hotel in Europe between July and September 2011. The study was fielded between August and September 2011.

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About Premier Inn:

Award-winning Premier Inn is the UK's biggest hotel brand with over 600 [budget hotels](#) and more than 46,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and Wi-Fi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

Premier Inn is open in Dubai and India. On a domestic front, Premier Inn aims to be the largest provider of budget hotels in London (within the M25) by 2012.

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.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually.

PR Contact:

Vanessa Lee
Frank PR
3rd Floor
Centro 4
20-23 Mandela Street
London
NW1 0DU
0207 693 6999
www.premierinn.com

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