



## **Radisson leads as the Irish hotel market heads for tougher times**

**London 3 December 2008:** The hotel market in Ireland is starting to feel the pinch in the economic downturn, with both the business and leisure markets affected. Despite this, Radisson can celebrate a successful 2008 having been rated the leading hotel brand in Ireland. That is according to the latest research published by specialist market research company BDRC ([www.bdrc.co.uk](http://www.bdrc.co.uk)) in the 2008 Hotel Guest Survey.

The findings suggest that companies have reduced their business travel budgets, traditionally one of the largest areas of expenditure, as a direct result of the economy. Overall the number of business nights spent in hotels by Irish business travellers has declined sharply since last year, due mainly to the decrease in the number of nights among frequent business travellers.

The situation has been made worse by the significant decline in the domestic residential conference market and subsequent drop in associated room nights.

### **Radisson is the leading hotel brand in Ireland**

- Radisson shines through as the leading brand in Ireland this year, topping the list for both usage and preference among business and leisure travellers
- Radisson also takes the title of most improved brand as a result of sharp increases in awareness and usage
- Last years' brand leader Hilton leads for top of mind awareness. While not really weakening as a brand itself, it failed to keep up with Radisson in 2008

- Local brands Gresham and Hastings have strengthened their position this year. Hastings records a jump in preference levels, with the more upscale Gresham brand claiming a greater proportion of business nights.

### **Internet leads as an information source, but guides not forgotten**

- The web is the leading source for gathering information about hotels but guides and handbooks continue to perform surprisingly well in the Irish market. Ebookers and Expedia are the top websites viewed
- By comparison, the use of hotel chain websites has fallen slightly and fewer travellers regard them as the 'most useful' source. This could indicate a growing desire for independent reviews and opinion. Hilton and Radisson are the most used websites in this category
- With a quarter of Irish business travellers familiar with the programme, Hilton HHonors enjoys the highest awareness level of any hotel loyalty programme, followed by Marriott Rewards and Priority Club Rewards.

Ben Markham, Irish Hotel Study Project Manager at BDRC says "We have seen a softening of the hotel market in the past 12 months and anticipate the trend will continue into 2009. However, it is during these times that hotel companies should learn as much about how their brand is perceived and the state of the hotel market in Ireland. The value of such information will help them navigate through these tough times."

Ends

### **For press enquiries please contact:**

Geraldine Gitel, PR Consultant Greenfields Communications  
[ggitel@greenfieldscommunications.com](mailto:ggitel@greenfieldscommunications.com) Tel: +44 7917 885380

Guy Gilben, BDRC Business Development Manager  
[Guy.gilben@bdrc.co.uk](mailto:Guy.gilben@bdrc.co.uk) Tel: +44 (0)20 7400 0388

**Note to editors:**

The BDRC Hotel Guest Surveys were first launched in 1982 in Britain and are now conducted annually amongst more than 12,000 hotel business guests in the bespoke regions. The surveys focus on hotel brand awareness, usage, preference, and image perception. They also examine the hotel selection and reservation process, hotel & travel internet websites and other marketing issues. The BDRC Hotel Guest Surveys are conducted in almost 40 markets: Britain, Ireland, Germany, France, Italy, Spain, Netherlands, Belgium, Sweden, Norway, Denmark, Finland, Saudi Arabia, UAE, Egypt, Jordan, Kuwait, Oman, Bahrain, Lebanon, Qatar, South Africa, Brazil, Mexico, Argentina, Chile, China, India, Hong Kong, Japan, Singapore, Malaysia, Thailand, Australia, United States, Canada, Russia, Poland and Turkey.

**About BDRC**

Founded in 1991, Business Development Research Consultants is a leading full service market research agency. Working primarily for service organisations, the company specialises in hotels, finance, travel and tourism and mobile telephony. The acquisition of Continental Research at the beginning of 2008 added media and advertising, public sector and technology research expertise to the portfolio of market sectors covered. Headquartered in London BDRC works internationally and has representation in South Africa and Asia. For more information, please visit [www.bdrc.co.uk](http://www.bdrc.co.uk).