



FOR IMMEDIATE RELEASE

**BDRC Announces Best Performing Hotel Brands in Britain**  
*Premier Inn leads as the budget brand sector benefits from economic uncertainty*

**London 16<sup>th</sup> December 2008:** Premier Inn has won the top award given by specialist market research company BDRC at the annual Hotel Marketing Association lunch in London.

Premier Inn claimed the award for Most Improved Overall Brand. Other brands to be recognised included Jurys Inn and Ibis who were jointly named Most Improved Business Brand and Barceló who narrowly missed out on the Most Improved Overall Brand award.

The awards are one of the highlights of the event and are based on the results of BDRC's annual British Hotel Guest Survey, launched 27 years ago. This year, more than any other, the results come at a time of market turmoil which has been of benefit to budget brands that are capitalising on both companies and individuals cutting back travel budgets.

Tim Sander, Research Director at BDRC says "Congratulations to Premier Inn for improving their brand position partly as a result of their very successful advertising campaign from the beginning of the year.

We were eagerly anticipating these results which have met our expectations that the budget hotel sector is starting to benefit from today's tougher economic environment as companies cut their travel expenses."

Special mentions go to Mercure, Holiday Inn and Holiday Inn Express who have also improved in both segments and further underline the status and importance of more cost-effective accommodation at present.

In 2009 BDRC will continue to measure brand metrics and assess hotel selection and staying behaviour in 39 markets. In addition, BDRC are happy to offer hotels and venues a research product designed specifically to improve operational standards and sales growth with the global launch of Meetings Benchmark Tracker an operational enquiry handling research product.

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**About BDRC Hotel Guest Survey 2009**

BDRC is one of the UK's leading independent market research agencies and has the only dedicated Hotel and Hospitality Industry Research Team in Europe. The BDRC British Hotel Guest Survey 2009 was conducted in December 2008 amongst 1,000 business and 1,000 leisure guests. Over 100 hotel brands were measured in the study. 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 (BDRC) 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).