



Premier Inn is the UK's biggest hotel chain, with more than 580 hotels across the country. Premier Inn bedrooms feature king size beds, en-suite bathrooms with complimentary toiletries and flat screen digital TVs with Freeview. It offers all its customers a money-back 'Good Night Guarantee' which is unique amongst Britain's leading hotel chains. All Premier Inns feature a bar and restaurant, situated either inside the hotel or adjacent to it.



Market

The Budget Hotel Market has nine key players which, in addition to Premier Inn includes Travelodge, Jury's Inn, Holiday Inn Express, EasyHotel, Comfort Inn, Days Inn, Ibis and Innkeeper's Lodge.

Data from the BDRC Hotel Survey 2008 showed 107 million adult room nights for 2008, a year-on-year fall of 1.8 per cent. Due to the drop in the number of domestic leisure stayers, hotel staying penetration receded slightly to just under 36 per cent of all adults which equates to just under 16.5 million people.

Total UK business volume remained unchanged from the previous year at 59 million room nights while domestic leisure volume fell to 48 million room nights.

The development of the budget sector, led by Premier Inn, continues to grow. Furthermore, usage of budget hotels by business travellers exceeded that of mid-market and upper tier sectors for the first time, according to the BDRC.

Product

Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and WiFi internet access. Customers are also offered a money-back 'Good Night Guarantee' and the promise of a good quality room, comfortable



1987	2004	2007	2008	2009
The first Travel Inn is opened in Basildon, Essex.	Whitbread acquires Premier Lodge, and merges with the Travel Inn estate to create the Premier Travel Inn brand.	In October, Premier Travel Inn rebrands to Premier Inn.	In February the Premier Inn brand is unveiled with an £8 million media launch including, for the first time, TV advertising and an online and press campaign, featuring its new brand personality, Lenny Henry.	A new brand campaign launches in June, again featuring Lenny Henry in iconic scenes taken from films. Also in 2009, Premier Inn is recognised as the Best Business Hotel Chain at the Business Travel World Awards for the second consecutive year.

surroundings and friendly service. All Premier Inns feature a bar and restaurant serving dinner, drinks and Premier Inn's renowned 'All you can eat' cooked breakfast.

Premier Inn also offers a Business Account for business travellers, a unique expense management solution which allows companies to control spend more effectively.

In 2008 Premier Inn introduced self check-in kiosks to a number of hotels, reducing check-in time to less than one minute, which has proved to be particularly popular with business guests.

Achievements

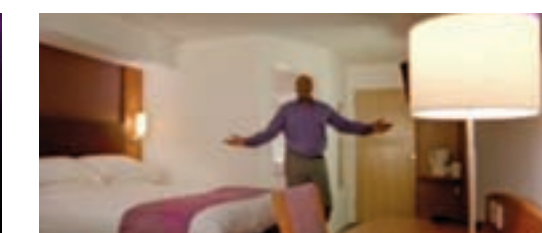
Over the past few years Premier Inn has won several awards. It was recognised as Best Budget Hotel at the Business Traveller Awards 2008 and in the JD Power European Economy Hotel Guest Satisfaction Survey 2008 and 2009 was voted the Leading Economy Brand. Premier Inn was also recognised as the BDRC British Hotel Guest Survey Most Improved Brand 2008 and was the winner of the HolidayCheck Awards in the same year. It was also recognised as the Best Business Hotel Chain at the Business Travel World Awards 2008 and 2009 and received the Leisure and Tourism Award at the Customer Satisfaction Awards run by the Institute of Customer Service.

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. As part of Whitbread Hotels and Restaurants, Premier Inn aims to raise £1 million for WaterAid over the next two years.

In December 2008, Premier Inn opened its first 'green' hotel in Tamworth, Staffordshire. The technologies used in the hotel take radically different approaches to ventilation, heating, cooling and water wastage and have the potential to reduce energy use by 80 per cent.

Recent Developments

In 2009 Premier Inn launched 'Premier Offers' – a £29 special rate for leisure and business guests.



To date, two million rooms have been released at £29 with the promotion set to continue in 2010.

Premier Inn has also launched a new look website at www.premierinn.com with more hotel details, easier booking, interactive maps and increased functionality.

At the end of 2009, Premier Inn's parent company, Whitbread, announced that it plans, by 2020, to reduce its CO2 emissions by 26 per cent. This is the company's first statement of intent on carbon reduction and will form an important part of its 'Good Together' corporate sustainability strategy. At the same time, Whitbread reported that from 2007 to 2009, the company improved its carbon efficiency by four per cent which is equivalent to saving 8,562 tonnes of CO2 or taking 2,446 cars off the road.

In recognition of this achievement, Whitbread has been awarded the Carbon Trust Standard which is the world's first award that requires organisations to measure, manage and reduce their carbon footprint and make real reductions year-on-year.

Premier Inn has launched its first hotel in India and at the end of 2009 and announced plans to open nine further hotels in India in the next five years. It aims to capitalise on the country's developing business traveller market. Currently there is a limited number of budget

hotel brands in India so this represents a good opportunity for Premier Inn, with its strong budget hotel model.

Promotion

Premier Inn uses famous comedian Lenny Henry in its advertising – for TV, press and online. The Premier Inn Lenny Henry campaign first launched in 2008, with the current version having been launched in June 2009.

The advertising focuses on iconic moments in famous movies contrasted against individual experiences in a Premier Inn to highlight the 'great quality experience' of the brand. The 2009 campaign has been a great success as it led to Premier Inn achieving its highest ever brand awareness among business and leisure travellers (Source: Hall and Partners ad tracking, September 2009).

Brand Values

The Premier Inn promise of 'Everything's Premier but the Price' sums up what the brand stands for and sums up the brand's positioning as 'quality meets good value'.

premierinn.com

Things you didn't know about Premier Inn

Eighty-six per cent of UK residents live within six miles of a Premier Inn.

Premier Inn beds are made by Hypnos, who also make beds for the Queen.

In 2009, more than 16 million people stayed at a Premier Inn and more than nine million 'All you can eat' cooked breakfasts were served.

Premier Inn has more than 41,000 bedrooms, making it the largest hotel chain in the UK.

The brand has the most extensive customer feedback survey in Europe. In 2008 it received almost half a million responses from its Guest Recommend Survey.

