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Content: Holiday Inn receives plaudits from BDRC Guest Survey

## **Biz travellers pick Holiday Inn**

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In the latest annual BDRC British Hotel Guest Survey, Holiday Inn received honours from domestic frequent business travellers across Britain who said it was their first choice business brand - beating off competition from Hilton, Marriot and Travelodge to claim the top spot.

The results reveal that the greatest share of domestic frequent business travellers automatically choose to stay in a Holiday Inn.

The results mark an excellent result for Holiday Inn overtaking its rivals to take the top spot within the frequent business traveller segment and is testament to the development and quality work being undertaken on the Holiday Inn brand. The BDRC results also honour Holiday Inn as a brand that has shown great success recently by naming the brand as a star performer in its market.

The BDRC report reveals that there has been a marked increase in the uptake of loyalty programmes, with 40% participation among business travellers staying more than 21 nights per year across the board. As industry leader, Holiday Inn's Priority Club Rewards already has the highest membership of any loyalty scheme among British domestic frequent travellers with 17% membership within this segment – which is well ahead of its competitors in the market. Overall the Priority Club Rewards programme currently counts in excess of 33 million members worldwide.

Commenting on the accolade, William Morris, IHG's Senior Vice President of Sales & Marketing for EMEA, said: "I would like to thank every employee, whose collective efforts in delivering the extra special service and warm welcome which is integral to a stay at any of our properties has generated these excellent results and seen Holiday Inn dominate its market sector. The BDRC results are highly respected across the hospitality industry and are also, in part, a real reflection of our long-term commitment to delivering the very best in class, value-for-money experience. As the world's most popular hotel group, our single-minded focus lies in delighting our guests by continuing to set the industry standard for service and quality."