

Published: AME Info
Date: September 2007
Content: BDRC names Hilton the number one hotel brand in the Middle East

AME Info

The ultimate Middle East business resource

Hilton Hotels ranked number one hotel brand in the Middle East

Hilton Hotels, the global hospitality company, has regained its top ranking as the leading hotel brand of choice in the Middle East.

United Arab Emirates: Monday, September 24 - 2007 at 12:56

PRESS RELEASE

The Middle East Hotel Business Guest Survey 2007 was conducted by a third-party independent research company, Business Development Research Consultants (BDRC).

Hilton in the Middle East confirmed its market leadership with three accolades; the 'Number One Hotel Brand in the Middle East' and the 'Middle East Business Traveller's Leading Choice Hotel Brand'. In addition, Hilton HHonors customer loyalty programme claimed the top spot for awareness amongst all business travellers and total frequent stayers.

The rankings, published in the 2007 BDRC survey report, saw Hilton regain its pole position by achieving the highest scores among hospitality brands in four of the five criteria terms, including unaided awareness, level of usage, preferred first or second choice for guests, and the highest loyalty ratio.

Continued:

Jean-Paul Herzog, President, Hilton Hotels, Middle East & Africa said,

“The BDRC survey is an internationally acknowledged industry benchmark that allows hospitality brands to assess their strengths and areas of potential growth. The ranking is testament to our overall commitment to hospitality and guest service. We are proud to be the first choice of the world's traveller; this is a tremendous accolade. Despite increased competition, we continue to provide an excellent product with unbeatable service.”

The third-party survey provided over 900 business travellers with the opportunity to express their views on both business and leisure travel across the UAE, Saudi Arabia, Kuwait, Bahrain, Qatar, Oman, Egypt, Lebanon and Jordan. The survey explored various determinants such as the selection and reservation processes, attitudes towards hotel choices, hotel website usage, hotel loyalty programmes, and hotel brand awareness.

The share of business travellers staying 21+ nights increased from 35 per cent in 2006 to 41 per cent in 2007, frequent travellers thus contributing to almost three-quarters of all business room nights. The Middle East remains one of the fastest growing international travel destinations, with the U.A.E, and Dubai in particular the most visited within the region.

Hilton commanded a 20.4 per cent market share for usage in the Middle East and 19.6 percent for total usage, highest shares recorded this year. Hilton was also ranked amongst the most improved upscale brands year on year, as part of its continued commitment to provide best in class product and service.

Hilton Hotels Corporation has 34 hotels in the Middle East, and another ten in Africa. Leveraging the mid-market and economy travel segment, Hilton is exploring opportunities in the Middle East for three of its Hilton Family of Brands: Doubletree by Hilton, Hilton Garden Inn, and Hampton by Hilton.

'Our unique service has made Hilton one of the best known and highly regarded hotel chains in the world, providing an outstanding and rejuvenating experience. Within five years, we aim to double our portfolio within the Middle East with the Hilton guarantee that has made us the number one hotel brand,' concluded Herzog.