

PREMIER INN LAUNCHES 'PREMIER BUSINESS'

A new offering to help businesses to manage their hotel bookings in a more efficient way

Premier Inn, the UK's biggest hotel chain, has launched a unique business package for its corporate customers, enabling businesses of any size to effectively manage their hotel booking needs.

'Premier Business' will provide business customers with a range of market leading hotel travel management products and services, at no extra cost.

The 5 key features of the 'Premier Business' package are:

- **Premier Business Support** – A dedicated consultancy and account management team
- **Premier Business Digital** – A range of market leading online and mobile self booking tools
- **Premier Business Voice** – A UK based corporate desk and call centre, providing centralised booking and fantastic customer service teams
- **Premier Business Account** – A free credit facility to manage expenses, manage your account online, helping to improve Management Information and policy compliance
- **Premier Business Connect** – A range of automated booking channels to integrate with your agents reservation system

John Kerslake, Sales Director at Premier Inn, said: 'At Premier Inn we believe it should be simple for businesses of any size to effectively manage their hotel booking needs. With 'Premier Business' we can offer everything that businesses need to help make their stay as hassle free and as comfortable as possible.'

'This challenges the typical business travel agent booking model, as we can either put our customers in control of their bookings and expenditure directly with our Business Account or work with their existing agents via Direct Connect to minimise costs and therefore benefit from our great rates.'

Premier Inn has recently launched a brand new smart phone app which enables customers to book, check and manage their hotel bookings. The app is available on iPhone, Android, Nokia and Blackberry smart phones, is free to download and features real-time availability of all 590 Premier Inn hotels, as well as the option to access photographs of every hotel and pinpoint them on a map. This is ideal for business travellers who often need to make plans while on the move, and the fact that the App works across all of the key platforms means that it will be accessible to all of our customers.

For more information on the 'Premier Business' offering and the smart phone app, please visit www.premierinn.com

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