



## BACKGROUND TO HOTELCLUB HOTEL AWARDS 2007 BEST HOTELS IN GREAT BRITAIN & IRELAND

### Overview

The HotelClub Hotel Awards 2007 – Best Hotels in Great Britain and Ireland identifies the people's choice of the best hotels throughout the region. Consumers nominated their favourite hotel, based on the following criteria and gave a score out of 10 (with 10 equalling the best): ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money.

Over 10,000 votes were received worldwide culminating in over 22,000 nominations. These votes were then compiled to produce a shortlist of 330 hotels. These hotels have been nominated for the HotelClub Hotel Awards 2007 – Best Hotels in Great Britain & Ireland. Awards will be presented in the following categories:

### *Hotel Categories*

- Three Best Hotels in England
- Three Best Hotels in Scotland
- Three Best Hotels in Wales
- The Best Hotel in the Channel Islands
- Three Best Hotels in Ireland
- Three Best Hotels in Northern Ireland

### *Special Categories*

- Favourite Destination
- Favourite Airline
- The Best Business Hotel
- The Best Family Hotel
- The Best Country House Hotel
- The Best Hotel Chain
- The Best Service Provided
- Three Best Hotels in Great Britain & Ireland

The Award Winners will be announced at an Official Awards ceremony on June 21 at Vinopolis, London. The ceremony will be hosted by Ben Fogle, Travel writer, presenter and adventurer. From the 22,000 plus nominations collected - 330 Hotels, 7 Destinations, and 10 Airlines were short-listed. From this, HotelClub will award 26 winners in the above categories.

These 330 hotels and resorts are eligible for inclusion in the 'Best Hotels Great Britain & Ireland Guidebook, published in association with Insight Guides.

### Call for Nominations

The inaugural 'Great Britain & Ireland's Best Hotels Survey' was conducted from 15 January 2007 until 31 March 2007.

The survey was conducted online hosted by HotelClub, in conjunction with Sunday Times Travel Magazine and Watersones.com; in association with germanwings.com, ebookers.com, Vinopolis, gaytimes, Diva, Octopustravel.com, ebookers.ie, IrishAbroad.com, carbookers, webcarhire.com, Insight Guides and Paramount Comedy.



## Survey Mechanism

Consumers were asked to vote for their top 3 hotels. Multiple entries were allowed. For each 'vote' for a hotel, consumers were asked to score the hotel out of ten (with 10 equalling the best) on the following areas: ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money.

### Step 1 – Online Survey

### Step 2 – Online Survey

### Step 3 – Online Survey

### Step 4 – Online Survey



## Survey Partners

Without Partners, the 'Great Britain & Ireland's Best Hotels Survey' would not be possible. All of these partners have made valuable contributions through prize donations and distribution of the survey.

### **About HotelClub**

HotelClub ([www.HotelClub.co.uk](http://www.HotelClub.co.uk)) is a global accommodation specialist website offering hotel bookings for up to 12 months in advance. It offers users the choice of over 28,000 hotels – at savings of up to 60% – in 120 countries and 4,500 cities worldwide. HotelClub.com is available in twelve languages – Chinese, English, French, German, Italian, Japanese, Korean, Polish, Portuguese, Spanish, Swedish and Thai. HotelClub is a truly global website offering its customers access through country specific sites in 10 countries including HotelClub.com, HotelClub.com.au, HotelClub.de, HotelClub.fr, HotelClub.it, HotelClub.es and HotelClub.co.uk. HotelClub, is operated by Flairview Travel, a Travelport brand. Travelport is one of the largest and most geographically diverse travel companies, dedicated to creating the exceptional travel experiences that the world demands.

### **About *The Sunday Times Travel magazine***

The Sunday Times Travel Magazine is a news stand title that brings you the best writers, photography and practical, in-depth travel information every month. Whether you are looking for inspiration for your next trip away, or you just enjoy reading about exciting destinations. *The Sunday Times Travel Magazine* is published by River Publishing Ltd on behalf of News Magazines Ltd.

### **About Insight Guides**

Insight Guides, published by APA Publications, are the world's largest collection of visual travel guides with over 200 guides. The series, which was established in 1970, is designed both as a fascinating background read and an essential on-the-spot reference to all aspects of a destination. Insight Guides are distinctive because they are written by local specialists. This unique local knowledge combined with both in-depth treatment of the history, culture and places, and photography that sets them apart from other guides on the market, means they appeal equally to armchair travellers and dedicated tourists alike.

### **About Waterstones.com**

Waterstones.com is the Online shop for Waterstone's, the leading specialist high street book retailer. Offering a wealth of books and book knowledge and access to expert booksellers from Waterstone's stores around the country, Waterstones.com gives customers the service, knowledge and genuine love of books that they have come to expect from Waterstone's specialist high street stores.

### **About webcarhire.com**

Search for car hire in 52 countries at over 4000 locations. At webcarhire.com you can search, compare and immediately confirm your reservation at outstanding rates worldwide. You can compare prices from global car hire companies such as Avis, Budget, Hertz, Europcar, National, Alamo and Thrifty and select from national and international locations. Webcarhire.com is available in English, French, German, Italian and Spanish.



### About OctopusTravel.com

OctopusTravel.com operates from a network of 27 offices around the world. It shows real-time availability and confirmations in 34 different languages for a huge inventory of 21,000 hotels and 3,000 apartments in 3,300 cities in 129 countries. Accommodation ranges from budget to five star deluxe. Other services include more than 300 extensive city and country travel guides that can be downloaded, sightseeing and private transfers and car hire. The company is part of Travelport, one of the world's largest and most geographically diverse travel companies with a network of over 8,000 local travel professionals working in more than 140 countries.

### Guidebooks

Insight Publications and HotelClub, partnered together in 2003 to produce the first consumer review driven 'Asia's Best Hotels & Resorts' Guidebook. The partnership has continued to have a 2<sup>nd</sup> edition published in 2005, and 'Australia and New Zealand's Best Hotels and Resorts (including Pacific Islands) released in October 2006. Insight Publications will continue its successful partnership with HotelClub by producing 'Great Britain & Ireland's Best Hotels', due for release in February 2008.

