



Frequently Asked Questions

ABOUT THE AWARDS

What is the HotelClub Hotel Awards 2007?

The HotelClub Hotel Awards is a travel industry event to award consumer voted top travel companies in United Kingdom with a specific focus on hotels & resorts. HotelClub Hotel Awards is proudly presented by HotelClub, Sunday Times Travel Magazine and Insight Guides.

What Is The Format of The HotelClub Hotel Awards 2007?

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. There are 14 categories and 26 Award winners.

How many Awards are presented and What Are The Categories of Awards presented?

There will be 26 Awards presented across 14 categories. There are 23 hotel winners, 1 airline winner, 1 Destination winner (to be accepted by the Tourism Board of that region) and 1 hotel chain winner. The award categories are as follows:

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

How Are The Winners & Finalists Selected?

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



Consumers could also vote through other mediums including print media.

From the 22,000 votes received, hotels nominated were segregated by geographical locations according to the award categories. The Top 3 hotels in each region were awarded based on most number of votes received.

The Three Best Hotels in Great Britain & Ireland were awarded based on weighted average of number of votes recorded as well as how the hotels scored in the voting criteria.

Favourite Airline was awarded based on most number of votes received.

Favourite Destination was awarded to the destination/region with the most number of hotel properties nominated.

The Best Business Hotel Award was awarded to the best property that met the minimum criteria for votes and scored the best against the selected criteria.

The Best Family Hotel Award was awarded to the best property that met the minimum criteria for votes and scored the best against the selected criteria.

The Best Country House award was awarded to the best property in a non-metropolitan location, is a historic property and received the highest average scores of the selected grading criteria

Best Hotel Chain was awarded to the hotel chain with most number of hotel properties nominated.

The Service Provided Award was awarded to the best property that met the minimum criteria for votes and scored the best against the selected criteria.

Why Conduct These Awards?

As a consumer driven site with over 5.5 million users visiting the site monthly, HotelClub recognizes the importance of the voice of the consumer. The HotelClub Hotel Awards is driven by travelers with first hand experience and lends a voice to all travel lovers and travellers to the region to applaud the hotels and resorts they feel are "The Best."

In addition, HotelClub has noticed that there is a gap in the travel industry with no specific forums dedicated to honouring outstanding companies in Great Britain and Ireland and HotelClub feels that it is important to pay tribute to outstanding travel companies. HotelClub Hotel Awards is the first of its kind to focus specifically England, Ireland, Northern Ireland, Scotland, Wales & the Channel Islands.

ABOUT THE AWARD SPONSORS

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 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 2nd 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.

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 Brakes

Brakes is the leading supplier of chilled, frozen and ambient foods and non-food products to the hotel sector across the UK. Brakes strong understanding of the needs of hotels, combined with innovation in both its products and services, has allowed it to develop a market-leading offering. This commitment to provide an end to end service for its customers has transformed Brakes into a wholesaler that enables hotel caterers to add real value to their businesses.

About CBS Outdoor

CBS Outdoor sells media opportunities across the UK's bus fleets, the London Underground and National Rail networks. Engaging, entertaining and informative adverts capture and captivate millions of consumers on the move across the country, inspiring people to try new products and services wherever they are.

Why Work with these sponsors?

HotelClub choose to work with experts in publishing, food services and advertising in order to deliver a prestigious award ceremony that truly reflects the outstanding achievements of the 'Best Hotels'.

ABOUT THE SURVEY

Who Voted For The Hotels?

Consumers from over 200 countries voted for their Top hotels through multiple channels including: online (HotelClub & Waterstones.com) and offline (Sunday Times Travel, Gay Times & Diva). An online consumer survey hosted by HotelClub was conducted in conjunction with Sunday Times Travel Magazine and Insight Guides, in association with Waterstones.com, germanwings.com, ebookers.com, Vinopolis, gaytimes, Diva, Octopustravel.com, ebookers.ie, IrishAbroad.com, carbookers, webcarhire.com, and Paramount Comedy.



How Was The Survey Conducted?

An online consumer survey hosted by HotelClub was conducted in conjunction with Sunday Times Travel Magazine & Insight Guides. Consumers could also vote through other mediums including print media. Other survey partners who participated include Insight Guides, Waterstones.com, germanwings.com, ebookers.com, Vinopolis, gaytimes, Diva, Octopustravel.com, ebookers.ie, IrishAbroad.com, carbookers, webcarhire.com and Paramount Comedy.

Consumers were asked to nominate the hotels using a free text survey. Thereafter, each consumer would rate the hotel nominated, based on the following criteria: ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money.

Each criteria was rated based on a scale of 1 to 10 (with 10 equalling the best)

What Are Hotels Ranked On?

Hotels are ranked on ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money. They can be given a score out of 10 with ten being the highest possible score.

Can Hotels/Finalists Pay To Be Nominated?

Finalists cannot pay for their nomination. The only way to get nominated is by through consumer vote.

Are All Finalists and Hotels Existing HotelClub Partners?

All finalists/winning hotels are selected based on an online consumer survey hosted by HotelClub and conducted in conjunction with Sunday Times Travel Magazine and Insight Guides. All finalists/winning hotels do not need to be a current HotelClub partner to be included in the hotel nominations. To become a nominated hotel was an independent process based on consumers votes.

ABOUT THE DATA

How Many Hotels Were Nominated? How Many Hotels Were Short-listed as Finalists?

Over 6,500 hotels were nominated. Of which, 330 hotels made the shortlist based on the highest total number of votes received.

How Many Votes Were Received?

22,000 nominations were received from 10,000 online voters globally (consumers from over 200 countries).

How Was Data Tabulated?

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Consumers were asked to nominate the hotels using a free text survey. 6500 hotels were nominated. The top 330 hotels with the highest votes made up the eventual set of finalists for the HotelClub Hotel Awards. Each hotel was further ranked by consumers across 10 criteria: Ambience, family friendliness, rooms, restaurant facilities, cleanliness, business facilities, location, leisure facilities, staff attitude and value for money.

The Three Best Hotels in Great Britain & Ireland were awarded based on weighted average of number of votes recorded as well as how the hotels scored in the voting criteria.

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The Service Provided Award was awarded to the best property that met the minimum criteria for votes and scored the best against the selected criteria.

ABOUT PARTNERS

Who Are The Other Survey Partners?

The survey was conducted online hosted by HotelClub, in conjunction with Sunday Times Travel Magazine and Insight Guides. Other survey partners who participated include Waterstones.com, germanwings.com, ebookers.com, Vinopolis, gaytimes, Diva, Octopustravel.com, ebookers.ie, IrishAbroad.com, carbookers, webcarhire.com, Insight Guides and Paramount Comedy.

Why Did HotelClub Choose To Work With Sunday Times Travel, Insight Guides and Waterstones.com?

In order to reflect true consumer choice and real insight, HotelClub felt it was critical to conduct a multi channel, multi country survey with leading players in the respective space.

About The Sunday Times Travel magazine

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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.

More significantly, HotelClub, Sunday Times Travel Magazine and Insight Guides also share the same vision for HotelClub Hotel Awards – to deliver a set of most popular hotels and resorts in the Great Britain and Ireland as voted by the most important panel of all – The Consumers.

NEXT STEPS

Are You Planning to Extend HotelClub Hotel Awards to other regions?

As an extension of HotelClub Hotel Awards 2007 and a further tribute to the outstanding quality of the hotel and resort finalists, HotelClub will be publishing, in partnership with Insight Guides, 'Great Britain & Ireland's Best Hotels' Guidebook in early 2008 this year. HotelClub will also be looking to extend the HotelClub Hotel Awards ceremony to other countries/regions next year.

BACKGROUND ON PARTNERS

About HotelClub

HotelClub (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 23,000 hotels – at savings of up to 60% – in 120 countries and 3,800 cities worldwide.

HotelClub.com is available in nine languages – Chinese, English, French, German, Italian, Japanese, Korean, Portuguese and Spanish. 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, a Travelport brand, is operated by Flairview Travel. Travelport is one of the largest and most geographically diverse travel companies, dedicated to creating the exceptional travel experiences the world demands.



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Insight Guides and HotelClub partnered in 2003 to produce the first consumer review driven guide to 'Asia's Best Hotels & Resorts', which went into its 2nd edition in 2005. In November 2006 Insight Guides in association with HotelClub produced the guide to 'Australia and New Zealand's Best Hotels and Resorts (including Pacific Islands)', while the guide to 'Great Britain & Ireland's Best Hotels' will be published in February 2008.

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