

Owning our sites

At Whitbread, owning the majority of our hotels and restaurants has given us a significant competitive advantage. More importantly, however, it has enabled us to deliver both a consistent standard of product, and a great quality of service, for the millions of Premier Inn business guests who choose to stay with us each year.

Investing and innovating

We're constantly working hard to ensure that our brand exceeds customer expectations, particularly through our investments into product innovation. Our freehold position has enabled us to invest a significant amount on recent refurbishments, and hotel enhancements. Our projects have included:

- Developing a warmer, more modern environment in our reception areas, for example at our Kings Cross, Luton Airport, and Blackfriars hotels
- Trialling Smart TVs at four of our sites, with the aim of enhancing the in-room experience for our guests

In our January 2018 Corporate Customer Survey, 72% of customers rated our product consistency as 'Better or Exceeding' that of other hotel brands.

Wining and dining

Another advantage of our majority freehold model is being able to ensure that all our 750+ hotels have a bar and restaurant on-site or next door, with most serving both breakfast and dinner. This integration not only strengthens us as a brand, but more importantly offers our customers the added convenience of having a place to eat close by.

In addition, we've recently introduced two new restaurant brands – Bar + Block, and Cookhouse & Pub – which we are actively expanding across the UK, and will complement our existing portfolio of restaurants, which includes Thyme, Beefeater, Table Table, Brewers Fayre, and Whitbread Inns.