
Date: 6th July 2016

US and Chinese hotel bookings spike as a result of Brexit

Quintessential British destinations such as the Lake District, Cambridge, York and Edinburgh are early beneficiaries of Brexit with a boom in international bookings in the days after the vote.

Early figures from independent hotel group Best Western Great Britain show that bookings from USA and China in particular rocketed in the week after the vote, with one hotel in Edinburgh reporting a ten-fold increase in bookings from America and Chinese bookings up nearly 50% compared with the same week last year.

In York too, hotels saw an increase in international bookings with one hotel recording a 236% increase in bookings from America in the post-Brexit, while in Cambridge, Chinese bookings increased 6% and in the Lake District a 10% increase in international bookings was recorded at one property.

Rob Payne, chief executive of Best Western Great Britain said: "We know it is early days but we are seeing a double bounce to business as a result of Brexit. We've seen an increase in international bookings to some of our hotels in great British locations and we're exploring this further to see how widespread these numbers are. Interestingly, we are also seeing an increase in enquiries from hotel owners wanting to join the Best Western brand since the referendum."

Best Western has recruited additional staff to its head office in York to help with the demand and interest in membership enquiries. In the month before the referendum Best Western recorded a 30% increase in membership enquiries, its highest level in recent years, and a trend that has continued since the vote.

Payne added: "Owners and managers are telling us that they are worried about what the impact of Brexit will mean longer term which makes our membership model, global reach and economies of scale reassuring and attractive in these uncertain times."

Best Western Great Britain represents the largest collection of independently owned and family run hotels in Great Britain, with over 260 properties across the country. It is a retained-profit membership organisation that aims to support independent hotels.

To book, visit www.bestwestern.co.uk or call 08445 767 676.

- ENDS -

For more information please contact Amy Skelding, Sophie Kelk and Grace Christie at bestwestern@brightergroup.com or call 020 7326 9880.

Editors' notes:

Best Western GB represents the largest collection of independently owned and family run hotels in Great Britain, with over 260 properties across the country. From beach-front properties and mountain views, to city escapes, rural retreats and both modern and listed buildings, each hotel is different. What brings them together is their commitment to the quality, value and standards of service that every guest receives.

Best Western GB is a retained-profit membership organisation that helps hotels maintain their independence. Committed to representing the views of its independently owned member hotels, Best Western GB tackles key industry issues on their behalf, including the effects of Government policies and legislation, industry changes and environmental impact on the heartbeat of the Great British hospitality industry.

To find out more visit Best Western Great Britain's Media Centre: www.bestwestern.co.uk/company/best-western-media-centre