
Guilty Secrets of Business Travel Revealed

- **Guests enjoy not having to share the bed**
- **They enjoy not having to cook every night**
- **Look forward to the freedom of time on their own**
- **Wi-Fi also beats price when choosing hotels**

New results reveal professionals across Great Britain are enjoying business trips as a form of escape.

According to a survey of over 1,000 business travellers released today, commissioned by Best Western Great Britain, a quarter of workers enjoy getting away from the office and find business travel relaxing, providing them with an escape from everyday life.

Respondents' top guilty pleasures when away from home for work include having time on their own, having a bed to themselves and not having to cook for themselves.

More than a third of those surveyed said access to leisure facilities which helped them switch off (e.g. swimming pool, gym, and golf facilities) were important or very important in their final decision on choosing accommodation. Having an internet connection was more important to them than the overall cost of a stay.

Best Western Great Britain CEO Rob Payne said: *"The importance of Wi-Fi over price was interesting to hear and we are proud to have been the first hotel group in Great Britain to introduce free Wi-Fi for our guests, a brand standard we are currently upgrading.*

"It was also revealing to hear that corporate guests use business stays to recharge from everyday life with some nightly indulgences such as a good sleep, nice food and time to relax.

"These results show that people who travel for work are looking for more than just a bed and a desk while they're away."

On average, respondents would expect to pay on average £87.50 for a night's stay, which is £7.70 higher than the average corporate booking via Best Western Great Britain, which is £79.80.

Rob continues *"Business travel has changed dramatically over the years and hotels have to react before they are no longer relevant. We are listening to the needs of business travellers and changing our offering; investing in our conference spaces, providing better quality free Wifi and offering innovative added extras in many of our conferencing venues to ensure our product remains our corporate travellers preferred choice."*

- ENDS -

Nikki Farr, Head of Sales at Best Western Great Britain will be available at the 2017 Business Travel Show for interviews or further comment.

About Best Western Business Different

The BW Business Different campaign is designed to highlight Best Western Great Britain's brilliantly different hotels, and the charms of the 260 independently owned properties, in contrast to dull hotels in drab locations with bland, homogenized bedrooms. Best Western hotels each have their own unique character and distinctive atmosphere, without sacrificing the usual facilities expected from a business hotel such as inspiring conference rooms, speedy wifi, hearty breakfasts, helpful hotel staff, comfortable rooms, great locations and great value. Forget business as usual, there's a better way to work away.

For more information please contact Alyse Edwards or Sophie Kelk 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 GB's Media Centre:
www.bestwestern.co.uk/company/best-western-media-centre