
Date: 08 March 2016

Best Western releases new figures for flood affected York hotels still suffering 2 months on.

Hotels in York have seen declining revenues of £1.3M since the flooding in late December.

Best Western Great Britain has released figures showing that hotels in York are still suffering the continued slump in business as a result of flooding earlier in the year, and urges travellers to support tourism in the north, specifically in the flood affected areas.

Figures released by Best Western Great Britain using STR Global Data show that revenue across hotels in York was down by £300K for the month of February. While this is a significant improvement on the £1million loss suffered by York hotels in January, it is clear that the city is still suffering. Occupancy rates were also down by 5 per cent year on year for February 2016.

The Prince of Wales recently wrote in The Daily Telegraph newspaper that, "*There is no doubt in my mind that the best way to help flooded areas recover is by people continuing to visit and stay in these beautiful areas.*"

Prince Charles is calling on Brits to support areas of the country which have been impacted by the floods as part of English Tourism Week, for which he is a patron, running until 13th March.

Best Western Great Britain CEO, Rob Payne welcomes the Prince's comments, "*There is a perception that the north is still underwater, but we are not. Now is the best time to support those businesses and the people who were affected by recent floods.*"

Last month Best Western Great Britain invited the Prime Minister and his family to holiday in York as a show of his support, after the Government launched a PR campaign encouraging Brits to stay in the flood hit areas. Best Western Great Britain is yet to hear from Mr. Cameron.

Best Western GB is the largest collection of independently owned hotels in Great Britain with 260+ properties. This year marks the 70th anniversary of the Best Western brand globally.

**data provided by STR Global and Best Western Great Britain. Period covered 1st – 28th February compared to same period last year.*

- ENDS -

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

Editors' notes:

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. From beach front properties and mountain views, to city escapes and rural retreats, both modern and listed buildings, each Best Western hotel is brilliantly different. What brings them together is their commitment to the quality, value and standards of service that every guest receives.

Best Western Great Britain 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