

## Travelodge Brand Records Greatest Growth

Movement in the EU27 Hotel Brand Rankings 2011 is mainly driven by economy hotels. Best Western, Ibis and Mercure continue to make-up the top three, whilst Travelodge, Premier Inn and Etap Hotel see most growth.

Ranking of hotel brands in Europe as of January 1 <sup>st</sup> 2011									
RANK	BRANDS	GROUPS	NUMBER OF HOTELS		HOT. GROWTH	NUMBER OF ROOMS		ROOMS GROWTH	
			2011	2010		2011	2010		
1	1	BEST WESTERN	BEST WESTERN	1 309	1 289	20	89 092	87 017	2,4%
2	2	IBIS	ACCOR	676	669	7	71 422	70 648	1,1%
3	3	MERCURE	ACCOR	462	463	-1	53 020	52 760	0,5%
4	4	NH HOTELES	NH HOTELES	310	305	5	44 877	43 916	2,2%
5	5	HOLIDAY INN	INTERCONTINENTAL HOTEL GROUP	269	275	-6	41 466	41 908	-1,1%
6	7	PREMIER INN	WHITBREAD	588	579	9	975	39 142	4,7%
7	6	NOVOTEL	ACCOR	249	254	-5	40 380	40 707	-0,8%
8	8	HILTON INTERNATIONAL	HILTON INTERNATIONAL	138	138	0	35 155	35 636	-1,3%
9	9	ETAP HOTEL	ACCOR	414	398	16	34 859	33 282	4,7%
10	11	TRAVELODGE	TRAVELODGE	453	395	58	29 916	26 928	11,1%

**Europe, 18 March 2011:** Best Western remains the number one hotel brand in the EU27 with over 89,000 rooms and an increase of 2.4%, ahead of Accor's Ibis (71,500 rooms) and Mercure (53,000 rooms).

Within the top 10, Travelodge records the greatest growth this year with 58 new properties and over 11% growth in room supply – development fully focussed in the UK. Also exclusively in the UK, Premier Inn's aggressive expansion is enough to push it above Novotel in the rankings. Whitbread's star brand grew 4.7% and surpassed the 40,000 room mark.

Among economy brands in Europe recording good growth are Accor's budget brand Etap Hotel, cementing its position in the top 10 with 16 new properties and 4.7% room supply growth, as well as B&B with 12 properties and 7.5% growth. Meanwhile, other notable increases come from Park Inn with 13.1%, Sheraton 10.2%, Scandic 6.7% and Radisson Blu 6.6%.

"2010 was always going to be a difficult year, as pipeline developments were either held back or cancelled altogether. Brand's that achieved greatest growth either already had many projects underway, such as those from Carlson in Europe (which include Rezidor Hotel Group, Park Plaza and Radisson Edwardian), or were in a process of restructuring, such as Accor," states Director of Development, MKG Hospitality, Vangelis Panayotis.

\* EU27 : 27 European countries

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

## ABOUT MKG Group

Established in 1985 by Georges Panayotis, MKG Group has built a solid reputation for business expertise and substantial European-based know-how in the fields of tourism, lodging and food service. MKG Group meets the needs of each of its clients by providing valuable analytical and decision-making skills necessary for success. [www.mkg-group.com](http://www.mkg-group.com)

## METHODOLOGY

For **25 years**, MKG Hospitality has been a global leader in tourism, hotel and catering consulting, with the largest database in the world (excluding the US), representing all segments from budget to upscale hotels. **45 000 hotels** and over **2.5 million rooms** are compiled in MKG's database.

MKG's market monitoring database, HotelCompSet, contains a sample of over **250 brands** in **150 countries** (over 800 markets) and **11 000 corporate chain hotels**, representing more than **1,000,000 rooms**. HotelCompSet provides daily, monthly and yearly monitoring of hotel indicators and analyses of its sample.

MKG's statistical samples provide a comprehensive and accurate measure of the hospitality industry. Together with other specialised brands, MKG Qualiting, OlaKala, Worldwide Hospitality Awards, Global Lodging Forum, as well as sector publications HTR Magazine and Hotel Restau Hedbo, MKG Group supports investors, hoteliers and key tourism players to improve performance, boost productivity and achieve results.

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