

Premier Inn offer celebrates London success

Submitted by: pr-sending-enterprises

Thursday, 16 August 2012

Premier Inn, the UK's biggest and best value hotel chain, is inviting the nation to soak up the atmosphere of London following a momentous summer, and is launching a fantastic offer for visitors to the city by releasing 29,000 discounted London hotel rooms.

Riding high on an unbelievable summer of success, London has never been so vibrant. Whether it's a bird's eye view from the London Eye, street theatre in Covent Garden, or taking in the sights of Big Ben, Premier Inn's offer is a fantastic opportunity to bag a bargain and visit the capital.

For bookings made up until 22nd August*, discounted rooms will be available in London hotels (<http://www.premierinn.com/en/london-hotels.html>) including Leicester Square, County Hall, Islington and Tower Bridge.

Patrick Dempsey, Managing Director of Whitbread Hotels and Restaurants, commented: "There has never been a better time to visit London, the capital is buzzing with pride and our offer means guests can celebrate at outstanding value."

John Penrose, Minister for Tourism and Heritage, added: "No one can be in any doubt that London is THE place to be in 2012, and it's brilliant that Premier Inn are going to make staying in the city even more affordable with this offer. Visitors can enjoy London at a fraction of the normal price, experiencing everything that's going on and taking home great memories from this amazing year."

Premier Inn has nearly 8,000 rooms across 60 hotels within the M25 including key locations such as Kensington (<http://www.premierinn.com/en/hotel/LONKEN/london-kensington-earls-court>), Kings Cross (<http://www.premierinn.com/en/hotel/KINPTI/london-kings-cross-st-pancras>), Victoria (<http://www.premierinn.com/en/hotel/LKEBAR/london-victoria>) and Leicester Square, so whichever part of the capital is being explored, guests can be guaranteed to get a good night's sleep at a great price.

This offer will be open to all guests booking before 22nd August 2012 for any stay through to November 4th 2012, subject to terms and conditions.

- Ends -

Notes to Editors:

*Bookings must be made by 22nd August 2012

About Premier Inn

Award-winning Premier Inn is the UK's best value hotel brand with over 600 budget hotels and more than 46,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and Wi-Fi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

Premier Inn supports Great Ormond Street Hospital Children's Charity. The charity needs to raise £50 million every year to support the care the hospital provides to some of the UK's sickest children.

PR Contact:

Sara Lincoln
Frank PR
3rd Floor
Centro 4
20-23 Mandela Street
London
NW1 0DU
0207 693 6999
www.premierinn.com