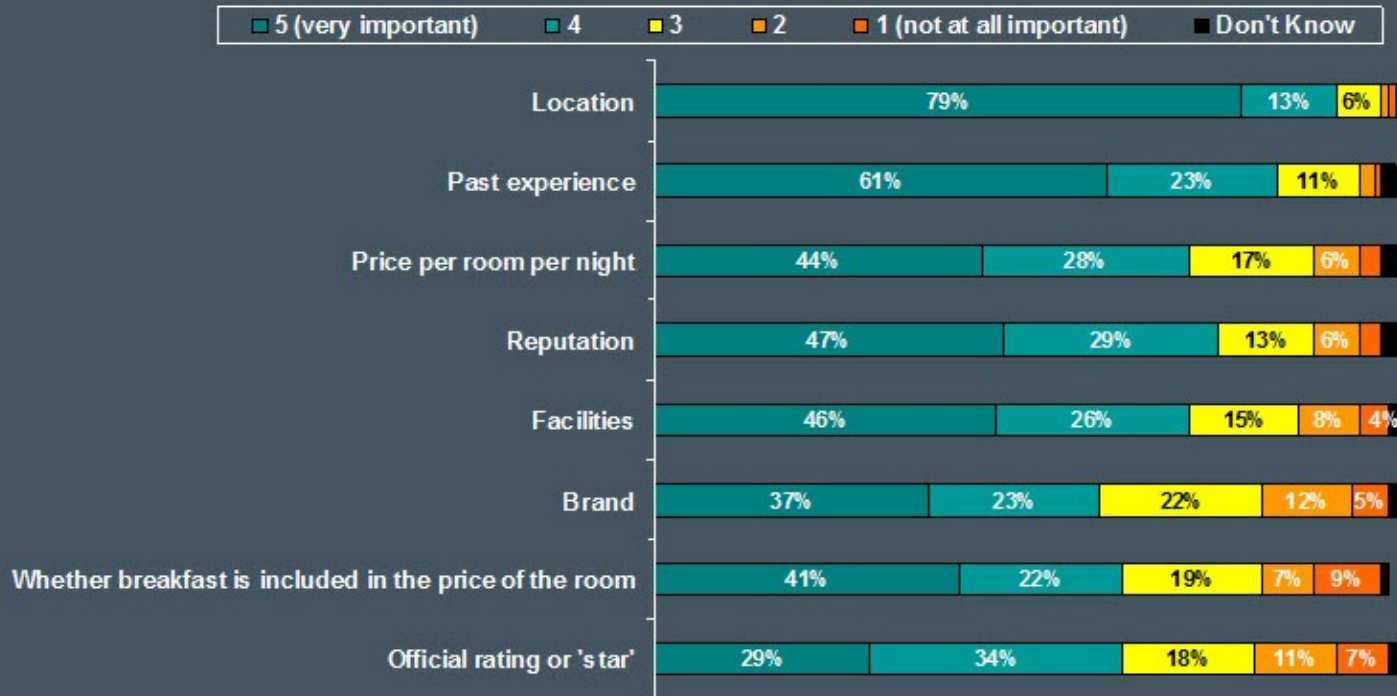


How important are the following factors when choosing a hotel to stay in?

Base: All hotel guests (316)



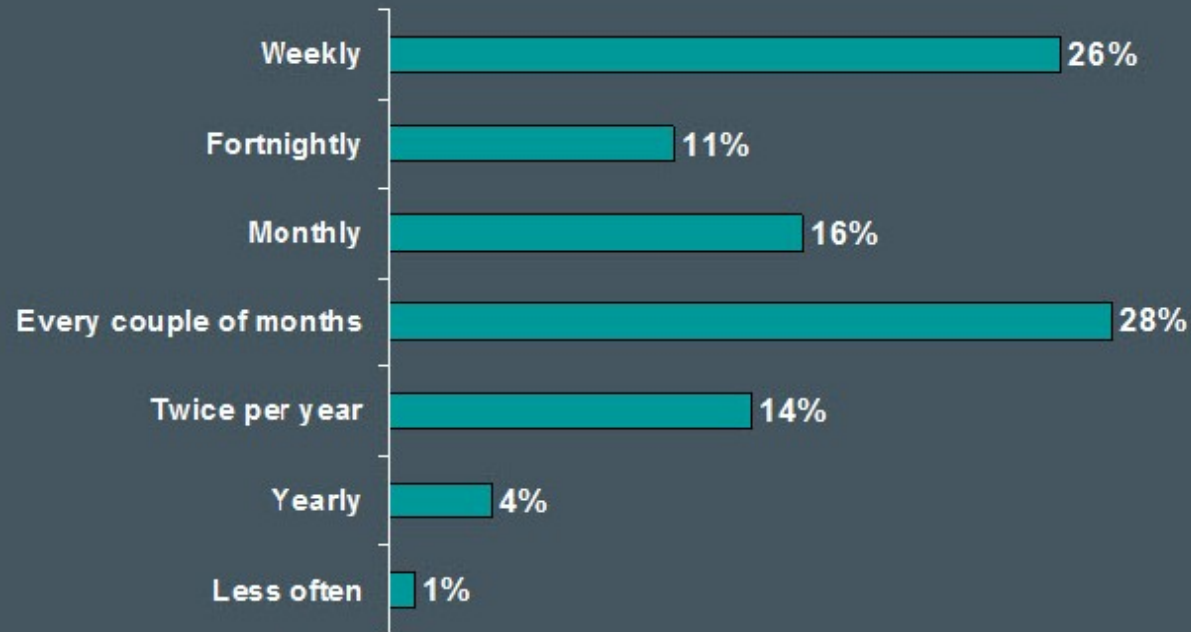
Price lowers in importance and reputation becomes more important for more frequent travellers (mainly male business men).

How often do you stay overnight in hotels?

Base: All hotel guests (316)



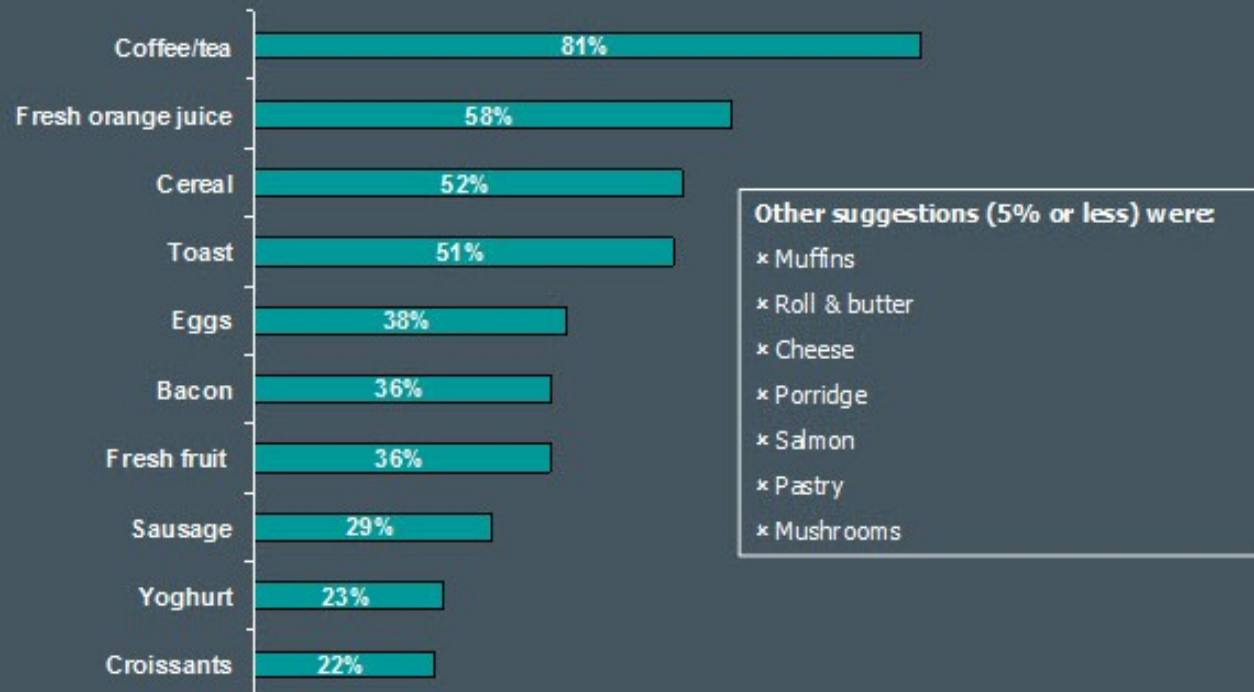
brahm



Men tend to stay overnight in hotels more frequently than women, business visits being the most prevalent, and therefore not surprisingly people travelling alone.

What did you have for breakfast this morning?

Base: All hotel guests who ate breakfast (259)



Around half of all guests ate cereal for their breakfast irrespective of their age, gender, frequency of visits etc., however significantly more guests on leisure breaks ate cereal than did those on business.

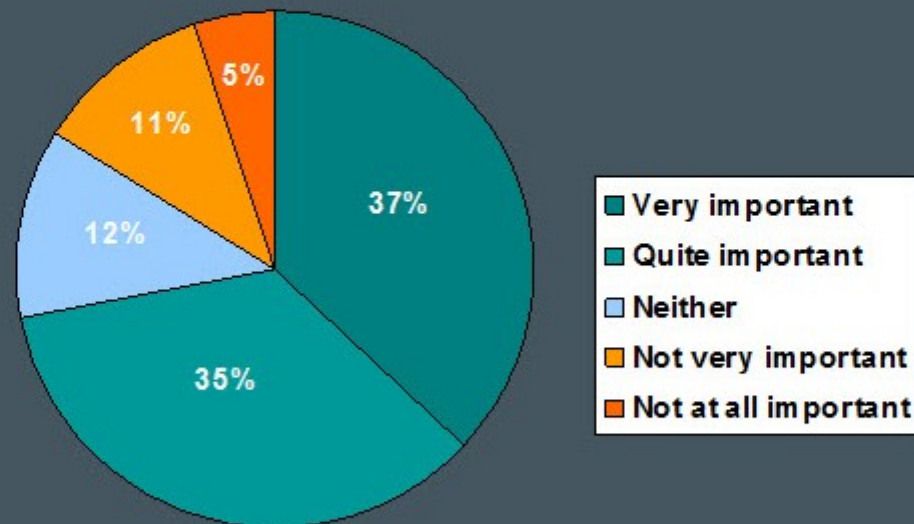
Of the 81 Premier Inn guests interviewed, 80% said they would change nothing about the breakfast offering.

How important do you feel the breakfast experience is when staying in a hotel?

Base: All hotel guests (316)



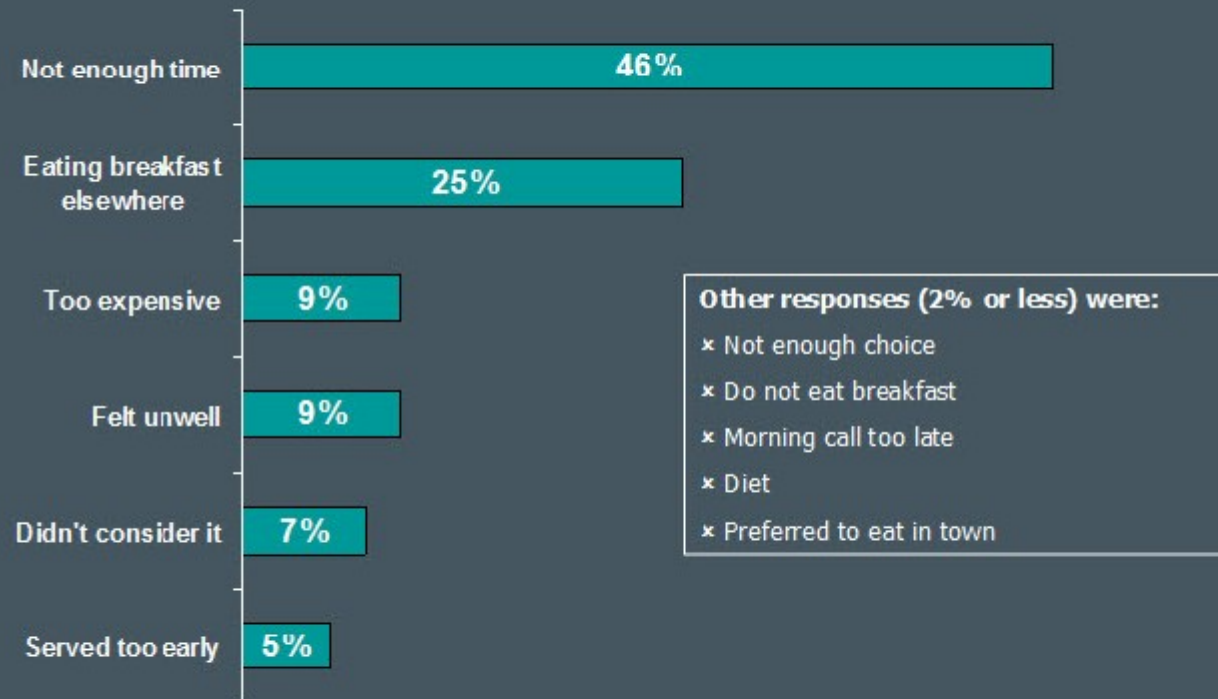
ENCOURAGINGLY 4 IN 5 GUESTS (82%) ATE BREAKFAST IN THEIR HOTEL DURING THEIR STAY



The hotel breakfast experience is more important for those who always eat breakfast at home than it is for those who only sometimes have breakfast at home. It is also more important for those visiting less frequently for a leisure break or tour than it is for those on business.

Why have you chosen not to have breakfast this morning?

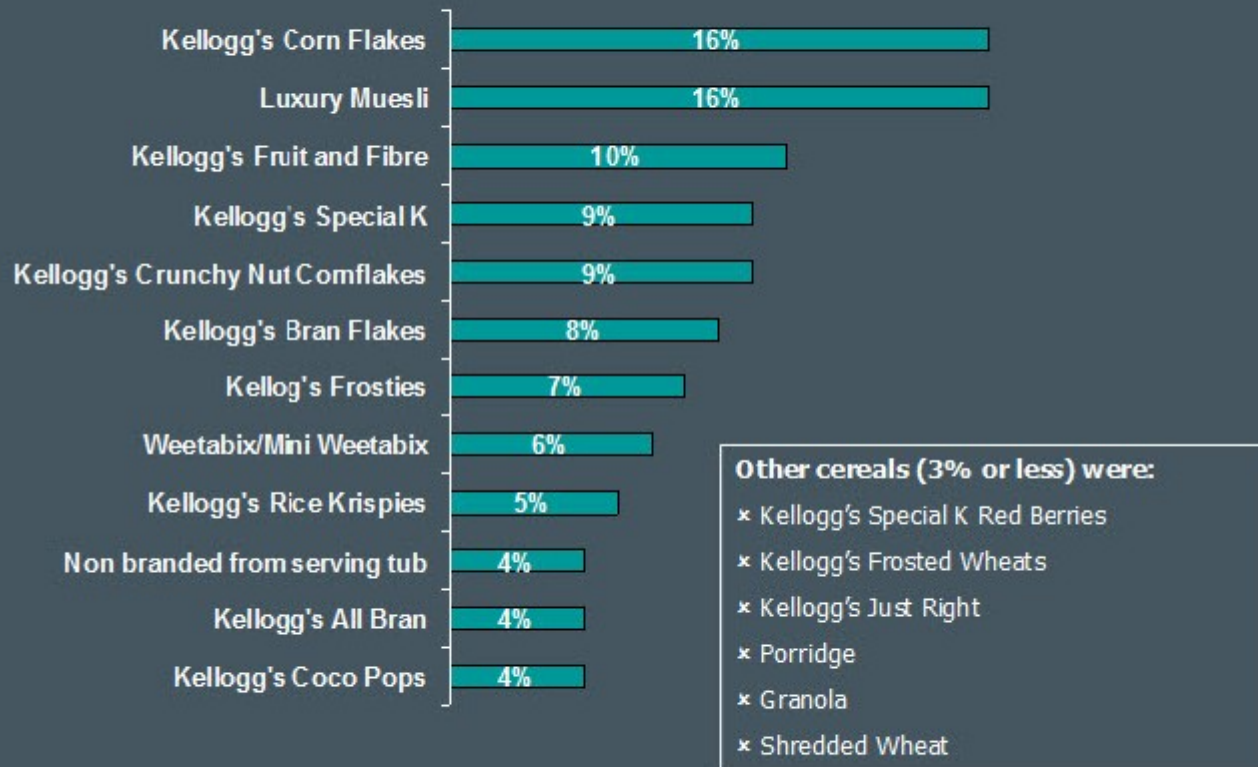
Base: All hotel guests who did not eat breakfast (57)



Time is the main constraint when it comes to reasons why breakfast is not eaten.
No significant differences among different guests.

What sort of cereal did you choose?

Base: All hotel guests who ate cereal (134)



Of all guests who ate cereal, 88% ate Kellogg's - there are no significant differences among different types of people who choose this brand.