



STARBOARD HOTELS  
PRESS RELEASE  
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## **STARBOARD HOTEL GROUP SAILS TO AWARD WINS**

The Starboard Hotel Group picked up five awards from three industry ceremonies in December, including InterContinental Hotel Group's prestigious Torchbearer Award, Wyndham Hotel Group's Days Inn Hotel of the Year and British Youth Travel Awards' Rising Star.

Operating branded hotels and hostels throughout the UK, Starboard Hotels prides itself on ensuring guests in all their properties receive the highest levels of customer service and this was reflected in the awards won, with two gained as a result of guest feedback. Both the Holiday Inn Express Burnley and the Days Inn Wetherby received international hotel awards for customer satisfaction.

Of the awards, Starboard Hotel's operations director Philip Houghton, said: "It has been a fantastic year for the group and for all of our hotel to achieve such high acclaim is the icing on the cake. The teams in all of the properties have worked hard to make sure that they deliver the best for their guests. As we head in to 2012 this gives us the confidence to continue our expansion plans and look to mirror this success in more hotels and hostels across England and Scotland."

### **Holiday Inn Express Burnley**

The Holiday Inn Express Burnley was one of only five hotels in the UK to be awarded the Torchbearer award, recognising the highest possible achievement from InterContinental Hotels Group, the franchisor..

The award, handed out at the Intercontinental Hotel Group (IHG) awards ceremony in Oxford, is given to the top five properties in the group in the EMEA region based on a combination of measures including the results of customer feedback and outstanding operational standards.

### **Days Inn Wetherby**

The Days Inn Wetherby beat off competition from Europe, the Middle East and Africa to be named Days Hotel, Hotel of The Year, a category which is open to all properties operating the Days Inn brand throughout the EMEA region.

The 129 room hotel was also awarded for Customer Service Excellence during the Wyndham Hotel Group awards ceremony.



### **Smart City Edinburgh**

The Smart City Hostel Edinburgh was awarded with a bronze medal in the Best Accommodation category in the British Youth Travel Awards, with general manager Ruth Kerr presented with the Rising Star award at the same ceremony. The annual awards ceremony is organised by the British Education Travel Association and recognises the best in accommodation offering for young travellers and backpackers coming to the UK.

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Starboard Hotels are owners, developers and operators of branded, limited service hotels and high quality tourist hostels situated throughout the UK.

Starboard Hotels are franchisees of Intercontinental Hotels Group (IHG) and Wyndham Hotel Group, and operators of the Smart City Hostels in Edinburgh.

Starboard Hotels current operating portfolio includes the Holiday Inn Express Burnley, Days Inn Wetherby and Smart City Hostels, Edinburgh. Further active business projects are ongoing in key locations through the UK.