



BDRC Hotel Insight and Planning Forum scopes outlook for the British hospitality industry

London 16th July 2009: Specialist market research consultancy BDRC (www.bdrc.co.uk) is holding a free Insight and Future Planning Forum on the British hospitality sector on Wednesday 12th August in London. The company has lined up key industry representatives and has invited senior marketing executives to attend the event which is focused on discussing the outlook for the hospitality industry.

Attendees will be treated to a mixture of marketing and brand insight analysis from experts at BDRC and Interbrand, as well as hearing the experiences and opinions of some of the biggest brands in the sector. Chairperson of the event is BDRC's CEO Dr Cris Tarrant who will kick off the Forum by discussing issues affecting the industry while looking towards 2010. Continuing the theme, brand consultancy Interbrand will present a session entitled 'Maximising brand relevance in 2010.'

After a networking mid-morning break, the next session will be a lively panel debate addressing marketing dilemmas in the coming year with senior executives from Hilton, IHG, Premier Inn and Regus. The event will conclude with a presentation from BDRC on the importance of managing and measuring the guest experience to maximise revenues.

There are a few places available for the event. If you are interested in attending this event, which takes place at the Regus Berkeley Square in London on Wednesday 12th August, commencing at 10am, please contact Guy Gilben Senior Client Services Manager at BDRC at guy.gilben@bdrc.co.uk or telephone 020 7400 0388

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About BDRC

Founded in 1991, Business Development Research Consultants is a leading full service market research agency. Working primarily for service organisations, the company specialises in hotels, finance, travel and tourism and mobile telephony. The acquisition of Continental Research at the beginning of 2008 added media and advertising, public sector and technology research expertise to the portfolio of market sectors covered. Headquartered in London, the company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to their research. BDRC was the recipient of the 'Applications of Research' award at the 2008 Market Research Society awards ceremony. For more information, please visit www.bdrc.co.uk.