



BDRC Announces Annual VenueVerdict Awards

****Embargoed until Monday 18th January 2010****

London – 18th January 2010: BDRC today reveals the winners of the national VenueVerdict Awards for customer service at UK hotels and meeting venues. Over 200 properties, both chain and independent participated in the scheme in 2009, which collects feedback from event hosts via online surveys after every event and provides a foundation for ongoing service improvement and relationship marketing efforts.

The No.1 performing brand, nationally, is Sundial Group, achieving an overall score of 80.8% across its portfolio of 3 residential conference centres over the course of 2009. Park Plaza Cardiff took the award for No.1 Hotel with an outstanding 90.3%, while Maple House, a Birmingham-based venue belonging to etc.venues claims the No.1 Conference Centre Award.

Tim Chudley, Managing Director of Sundial Group comments, “12 months ago our team agreed the goal to achieve number one position as the favourite venue group for UK meeting planners. To have gained this accolade and retained our status as best value for money providers speaks volumes for each and every Sundial team member and the quality of our venues.”

BDRC also announces the launch of the new ‘VenueVerdict Gold Standard’, awarded only to venues delivering the very highest levels of customer satisfaction over a period of time, based on large volumes of customer feedback. In addition to Park Plaza Cardiff and Maple House, 17 other venues nationally qualify for this standard, including Sundial’s Barnett Hill and Woodside venues, Avonmouth House and Bonhill House belonging to etc.venues, The George Hotel in Edinburgh and Cranage Hall (both Principal Hayley), Apex International Edinburgh, The Royal College of Physicians, Mermaid Conference & Events Centre, Cotswold Conference Centre, Imago at Holywell Park, Lords, Silverstone, Church House and Chandos House, Lane End Conference Centre and The Moller Centre.



Etc.venues takes the VenueVerdict Gold Standard Brand Award, for the group with the greatest number of venues achieving the VenueVerdict Gold Standard within its portfolio.

VenueVerdict – Summary of 2009 Award Winners

Award Title	Recipient	Brand
No.1 Brand No.1 Hotel No.1 Conference Centre	Sundial Group Park Plaza Cardiff Maple House, Birmingham	Park Plaza etc.venues
Gold Standard Awards	Barnett Hill, Guildford Royal College of Physicians, London Mermaid Conference & Events Centre, London George Hotel, Edinburgh Avonmouth House, London Cotswold Conference Centre Apex International, Edinburgh Imago at Holywell Park Lords, London Bonhill House Cranage Hall, Manchester Woodside, Kenilworth Silverstone Church House, London Chandos House, London Lane End Conference Centre, Wycombe Moller Centre, Cambridge	Sundial Group Principal Hayley etc.venues Apex Hotels etc.venues Principal Hayley Sundial Group
Gold Standard Brand Award	etc.venues	

(for largest number of Gold Standard venues in a portfolio)



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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 hospitality, finance, travel and travel tourism and leisure. 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 BDRC works internationally and has representation in South Africa and Asia. For more information, please visit www.bdrc.co.uk

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