

# Golden Sleeps: London, Edinburgh and Bath boast best hotels in Britain

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- 171 UK hotels scoop gold in Hotels.com Loved by Guests Awards 2017
- London, Edinburgh and Bath have the most award-winning hotels in Britain chosen by guests
- Reviews out power star ratings as influence of guest reviews is on the rise
- British hotels named best for boutique, business, spa, luxury, beach and LGBT

**LONDON 21<sup>st</sup> April, 2017** - 171 hotels in the UK have been revealed as the country's ultimate hotel hotspots, according to the Hotels.com™ Loved by Guests Awards 2017, where the hotel guests are the real judges.

London, Edinburgh and Bath topped the list of award-winning cities in the UK, but travellers can check into prize-winning properties in more than 81 towns and cities across the country.

### Top 5 Cities in the UK winning Loved by Guest Gold Awards:

1. London - 31 hotels
2. Edinburgh - 10 hotels
3. Bath - 10 hotels
4. York - 6 hotels
5. Blackpool - 5 hotels

Hotels.com has over 25 million trusted, genuine guest reviews on its website and is seeing a shift in reviews becoming a more powerful influence than official star ratings, especially as these can be read instantly on travelers' smartphones on the go.

To find this year's best of the best, the travel experts analysed millions of guest reviews, with 2,500 hotels across 87 countries being recognized as truly outstanding. Those taking home the top prize of a Loved by Guests Gold Award\* have all achieved an average guest review rating of 4.7 or higher\* (out of 5).

Worldwide, hotels in the US were the biggest gold award winners, with 969 properties being

recognized. Other top countries included the UK (171 hotels), Italy (153), Canada (86) and Spain (70).

The destinations around the globe where travelers are most likely to check into a gold award-winning hotel are: London (31 hotels), Rome (27), Prague (25), Florence (24), Venice (24) and Hanoi (23). To bag the best deals on hotels in these top destinations, download the Hotels.com mobile app for access to Secret Prices.

### **The Gold Stars**

There were 17 hotel superstars that scored the coveted 5 out of 5 from all their reviews in 2016. These top marks went to 10 hotels in the UK, three in Italy, one in the US, one in Croatia and one in the Czech Republic.

### **Best in Class**

When today's mobile-savvy travelers are heading to the beach, looking for an amazing spa hotel or just want some all-inclusive indulgence, then they should look no further than the 1,000 hotel winners in the Loved by Guests 'Best for' categories\*\*. These awards celebrate the very best 100 hotels for each of the 10 bespoke categories - Luxury, Business, Boutique, LGBT, Beach, Ski, Family, Spa, New and All Inclusive.

"The Loved by Guests awards celebrate those top notch hotels that guests really loved and wanted to share their experiences of. We're finding reviews are becoming more powerful than ever and in fact many travelers are preferring to book based on guest reviews rather than official star rating. Think of how many times you've chosen a hotel because you've been scrolling through reviews on your smartphone and read about its comfy beds and fantastic breakfast. On Hotels.com we now have 25 million guest reviews and want these to not only offer inspiration, but also help travelers make informed decisions on the best hotels for them," said Isabell Pinson Vice President, EMEA at Hotels.com brand.

All the award winning hotels are bookable through the award-winning Hotels.com mobile app, available on iOS and Android. Look out for the Loved by Guests badges to find your favourite. Check out some of the award winning hotels on Facebook, Twitter and Instagram using the #LovedbyGuests hashtag or visit <https://uk.hotels.com/hotel-deals/uk-loved-by-guests>

### **End**

### **Notes to Editor**

*\*To receive a gold award, properties must have received an average customer review score of 4.7 or higher, based on a minimum of 50 reviews as of December 31, 2016.*

*\*\*To receive a 'best for' award, the 1,000 hotels with the highest average customer review score in each category were chosen, based on a minimum of 20 reviews as of December 31, 2016.*

### **Loved by Guests Gold Award Winners by Country**

1. United States of America - 969
2. United Kingdom - 171
3. Italy - 153
4. Canada - 86

5. Spain - 70
6. Germany - 54
7. Mexico - 50
8. Portugal - 49
9. Japan - 48
10. Thailand - 42
11. Vietnam - 42
12. France - 38
13. Australia - 37
14. Poland - 34
15. Greece - 33
16. Taiwan - 27
17. Czech Republic - 26
18. United Arab Emirates - 26
19. Indonesia - 25
20. Netherlands - 24
21. Turkey - 23
22. Ireland - 22
23. New Zealand - 22
24. Brazil - 21
25. Switzerland - 19
26. Cambodia - 18
27. South Africa - 17
28. Hungary - 16
29. Austria - 15
30. China - 15
31. Russia - 15
32. Columbia - 13
33. Costa Rica - 13
34. Croatia - 13
35. Peru - 12
36. Argentina - 11
37. Malaysia - 11
38. Belgium - 10
39. Iceland - 9
40. South Korea - 9
41. Hong Kong - 8
42. Chile - 8
43. India - 8
44. Israel - 7
45. Morocco - 7
46. Sweden - 7
47. Finland - 6
48. Romania - 6

49. Estonia - 5
50. Singapore - 5
51. Macau - 4
52. Maldives - 4
53. Norway - 4
54. Philippines - 4
55. Ukraine - 4
56. Serbia - 3
57. Bosnia and Herzegovina - 2
58. Cyprus - 2
59. Jamaica - 2
60. Latvia - 2
61. Lithuania - 2
62. Mauritius - 2
63. Nicaragua - 2
64. Puerto Rico - 2
65. Slovakia - 2
66. Slovenia - 2
67. St Lucia - 2
68. S. Virgin Islands - 2
69. Andorra - 1
70. Aruba - 1
71. Bahrain - 1
72. Belarus - 1
73. Bermuda - 1
74. Cayman Islands - 1
75. Denmark - 1
76. Dominican Republic - 1
77. Ecuador - 1
78. Fiji - 1
79. Kyrgyzstan - 1
80. Laos - 1
81. Malta - 1
82. Oman - 1
83. Saudi Arabia - 1
84. Tanzania - 1
85. Tunisia - 1
86. Turks and Caicos - 1
87. Uruguay - 1

### **Loved by Guests Gold Award Winners by City**

#### **Top EMEA Cities**

1. London - 31
2. Rome - 27

3. Prague - 25
4. Florence - 24
5. Venice - 24
6. Berlin - 19
7. Lisbon - 18
8. Amsterdam - 17
9. Dubai - 17
10. Istanbul - 17

### **Top North America Cities**

1. New York - 15
2. Houston - 14
3. Chicago - 13
4. Montreal - 13
5. Quebec - 11
6. Toronto - 8
7. Vancouver - 8
8. Charleston - 8
9. Austin - 7
10. Boston - 6

### **Top APAC Cities**

1. Hanoi - 23
2. Siem Reap - 17
3. Tokyo - 14
4. Ubud - 13
5. Taipei - 11
6. Bangkok - 10
7. Kyoto - 9
8. Beijing - 6
9. Chiang Mai - 6
10. Hoi An - 6

### **Top LATAM Cities**

1. Buenos Aires - 7
2. Santiago - 7
3. Playa del Carmen - 6
4. Bogota - 5
5. La Fortuna - 5
6. Lima - 5
7. Mexico City - 5
8. Cusco - 4
9. Puerto Vallarta - 4

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