

Press release

FOR IMMEDIATE RELEASE

27 February 2014

AM:PM celebrates its 3rd anniversary

Key milestone reached and further new product releases planned in 2014

Aberfeldy, Perthshire, Scotland (27 February 2014) – AM:PM Hotels, a leading UK hotel data and market intelligence business, celebrates its third anniversary tomorrow and has announced a range of product development plans for 2014, including the addition of a new database for hotel closures.

Alan Gordon, Director of AM:PM, said “When we launched in 2011, we identified a gap in the market intelligence readily available for the UK & Ireland hotel sector. At a high level, the basic economics of all industries start with understanding supply and demand - we saw an opportunity to introduce an entirely new dimension to the industry’s ability to truly understand the supply and pipeline structure of the hotel sector. This is constantly changing so we knew we had to be online and real-time.”

“Our first three years have been very successful, confirming our initial belief that we could add something new and innovative for a wide range of firms with a serious interest in the hotel sector. We continue to enjoy strong sustained growth in our client base, which includes a very high proportion of market leaders in their respective fields. Our clients tell us they now widely regard AM:PM as the established and trusted benchmark for hotel supply and pipeline data in the UK & Ireland.”

“Building on the initial concept, an integral part of the company’s DNA is listening to our clients and continued product development. We’re always introducing new features to our existing products or working on upcoming product releases and have no shortage of ideas for the future.”

“In 2014, we’ve already released some significant enhancements to our interactive mapping capabilities that are a key part of the AM:PM Hotel Database. We’ve also just re-launched a comprehensive monthly suite of AM:PM Analysis Reports that make it easy to readily understand supply and pipeline trends by brand, group, operator and for all UK & Ireland regions.”

“We’re now in the final stages of a major year-long research project into hotel closures spanning over a century. This Spring, we’ll be adding this third dimension to the AM:PM Hotel Database, meaning our clients will have online and interactive access to hotel supply details for the past, present and future of the hotel sector in the UK & Ireland.”

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Notes to Editors

About AM:PM Hotels

AM:PM are a leading source of market intelligence for the UK & Ireland hotel industry. The company specialises in maintaining extensive real-time data relating to hotel supply, future new hotel development and hotel construction pipeline.

AM:PM provides a suite of online-based products that allow clients to *search, analyse* and *benchmark* the hotel sector. This includes the AM:PM Hotel Database, a unique online hotel database complete with interactive mapping functionality that contains detailed information on supply of over 13,500 hotels with 650,000 rooms and potential new hotel pipeline of over 2,100 hotels with 182,000 rooms.

For further information on AM:PM Hotels, please visit www.ampmhotels.com or contact:

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