

Press release

FOR IMMEDIATE RELEASE

29 February 2016

AM:PM celebrates its 5th anniversary

Key milestone reached with launch of new mobile friendly website and rebranding

Aberfeldy, Perth & Kinross, UK (29 February 2016) – AM:PM, a leading UK & Ireland hotel data and market intelligence business, celebrated its fifth anniversary yesterday with the launch of a new website and corporate rebranding.

Alan Gordon, Director of AM:PM, said “When we launched AM:PM in 2011, our aim was to provide market intelligence that delivered something new and innovative for professionals with a serious interest in the hotel industry in the UK & Ireland. We’ve increased our client base significantly every year and feel privileged to have so many market leading firms in their respective fields of the sector using our data every day.”

“A fundamental part of this success has been continual reinvestment in our products and services. We’re always focused on how we can do things better - anticipating how to add more value to what we deliver to our clients, listening to and responding to their feedback. We’ve spent several years extensively developing our core subscription products and it was time to move up a gear with our digital platform, which is what the new website and rebranding delivers.”

“We’ve added a lot of new features but probably the biggest change is that AM:PM clients now have access to our market intelligence across the full range of their devices including smartphones thanks to our new mobile responsive website.”

“This will make a real difference for our clients generally, but especially those who travel regularly as when they arrive at the hotel or development site they are visiting, they can use their current location to access localised map-based content from the AM:PM Hotel Database and read our latest commercial real estate hotel news. The new platform makes it easy to be in the know when you’re on the go!”

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Notes to Editors

About AM:PM

AM:PM are a leading source of market intelligence on the UK & Ireland hotel industry. The company maintains extensive data relating to hotel supply to help clients gain an unrivalled understanding of the size and structure of the hotel industry together with latest trends.

AM:PM offer a suite of subscription-based online products that allow clients to search, analyse and benchmark the hotel sector. This includes access to a unique hotel database with interactive mapping that provides access to details of over 25,000 properties with more than one million hotel rooms covering the past, present and future of hotel supply throughout the UK & Ireland.

We're serious about hotels - AM:PM.

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

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