

## Press Release



### **Great National doubles industry growth average & announces further expansion for 2012.**

The Irish-owned marketing group, Great National Hotels and Resorts today (31 January 2012) the addition of a further two hotels to its expanding group of properties throughout Ireland and the UK in the wake of 14% occupancy growth in 2011.

Commenting at the launch of Great National's 2012 'Escape' brand strategy, David Byrne, CEO, said: "we are delighted to announce the addition of the South Court Hotel in Limerick and the Parkview Hotel in Wicklow to our growing network of hotels and resorts. Both are excellent properties and compliment Great National's already impressive collection of 3-, 4- and 5-star hotels and resorts."

David Byrne continued: "with our concerted brand plans, 2012 will see Great National grow to 30 properties in total and will see further expansion into the UK including Northern Ireland. We also expect to continue to increase our job numbers at our Customer Contact Centre in Ennis on the back of significant occupancy and revenue growth in 2011, despite the on-going challenging industry conditions in Ireland and the UK."

Comprising 23 hotels and resorts throughout Ireland the UK, Irish-owned Great National is Ireland's fastest growing hotel and resorts group, providing a range of outsourcing services to members including marketing, reservations and channel management. In 2011, Great National grew occupancy for its member hotels by an average of 14% on 2010 which is double the reported 7% industry growth for 2011 (source: ITIC 2012).

For further details, please contact David Byrne, CEO, Great National Hotels and Resorts, on LoCall 1890 65 65 00 or visit [www.greatnationalhotels.com](http://www.greatnationalhotels.com).

**Pictured at the launch of Great National's 2012 'Escape' brand strategy:**

David Byrne, CEO and David Collins, Marketing Director, Great National Hotels and Resorts.

**End.**