

## The Customer is always right

### *Travellers vote for London's top hotels*

The Radisson Edwardian New Providence Wharf in Canary Wharf has emerged as the traveller's choice for best London hotel, according to reviews left by customers on leading accommodation website Hotels.com.

The study, based on the analysis of independent reviews posted on Hotels.com by customers who have actually stayed at the hotels, found that with an average rating of 9.2 out of 10, the Edwardian New Providence Wharf clearly hit the spot with visitors to the capital city – receiving praise from the majority of guests for its 'great service' and 'friendly staff'.

With 79%\* of holidaymakers admitting they are most likely to base their choice of hotel on the experiences and recommendations of fellow travellers posted online, customer ratings are becoming increasingly important to hotels in attracting new guests.

Alongside the Edwardian New Providence Wharf, The Grand in Trafalgar Square and the Club Quarters in St. Pauls made up the top three hotels in London. Both being rated 8.8 by travellers and praised for their 'fantastic location' in the centre of town.

#### London's Top 10 Hotels

Hotel	Star Rating	Customer Rating out of 10	Price per room starting from
Radisson Edwardian New Providence Wharf	4	9.2	£69
The Grand at Trafalgar Square	4	8.8	£80
Club Quarters St. Pauls	4	8.8	£100
Lancaster London	4	8.6	£185
Club Quarters, Gracechurch	4	8.4	£115
Hilton London Metropole	4	8.4	£132
The Rembrandt	4	8.2	£98
Quality Crown Hotel Paddington	4	8.2	£113
Hotel Russell	4	8.0	£80
The Strand Palace	3	7.6	£79

#### Star Rating

No five-star properties made it into the top 10 guest rated hotels in London, with the list dominated primarily by four-star properties. In fact the starting price for the majority of the hotels in the top 10 was £100 or under – suggesting that in the capital you don't have to pay top prices to enjoy quality and good service.

The Strand Palace Hotel was the only three star hotels to make it into the top 10. For travellers on a budget, the positive reviews that this hotel received mean that visitors to London can be reassured they are getting great value for money.

Parakh Gandhi, Hotels.com's London expert, comments: "There is so much choice when it comes to accommodation in London and choosing the right hotel needs careful consideration. We are increasingly seeing customers turning to fellow travellers for help, with figures showing that four out of five people take the advice of fellow travellers when making their hotel choice. By choosing a hotel that has been given a good rating and fantastic review, you can be sure that you're getting the service you deserve as well as good value for money. Hotels.com has more than 1.8 million reviews for properties across the world which have been left by customers that have actually stayed in those hotels."

### **Fantastic stays in London's top hotels:**

#### **Four-star from £63 per double room per night**

The four-star [Radisson Edwardian New Providence Wharf](#), located in Canary Wharf is ideally located for the O2 arena. This hotel includes a health spa, gym, swimming pool and fantastic views of the River Thames and the City of London. The hotel's restaurant, Azura, serves a traditional British menu.

*Prices start from £63 per double room per night. To book, visit [www.hotels.com](http://www.hotels.com) or call 0871 200 0171.*

#### **Four-star from £80 per double room per night**

Four-star [The Grand](#) is located on Trafalgar Square just steps away from Nelson's Column, the National Gallery and Covent Garden, ideal for visitors who want to take in all the major attractions of London. The hotel features two restaurants, Obika Mozzarella Bar which serves a traditional Italian menu, and Boyd's Bar & Brasserie a casual English brasserie.

*Prices start from £80 per double room per night. To book, visit [www.hotels.com](http://www.hotels.com) or call 0871 200 0171.*

#### **Four-star from £101 per double room per night**

The four-star [Club Quarters St. Pauls](#) is located in the city, adjacent to St. Paul's Cathedral, the Tate Modern and the Millennium Bridge. The hotel's restaurant, Perc%nto, is a casual bistro and cocktail lounge that serves an Italian menu.

*Prices start from £101 per double room per night. To book, visit [www.hotels.com](http://www.hotels.com) or call 0871 200 0171.*

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#### **About the research:**

Hotels.com compiled the list of top ten London hotels by taking all London properties featured on Hotels.com that have received more than 100 reviews and ranked these in terms of the customer score. The reviews taken into account were both positive and negative. Hotels.com invites travellers to place reviews on the site only after they have completed their stay at their chosen hotel.

\*Survey conducted amongst 800 UK and Ireland Hotels.com customers between 7 and 21 December 2009.

**For more information:**

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**About Hotels.com**

As part of the Expedia group which operates in all major markets, Hotels.com offers more than 110,000 hotels, B&Bs and serviced apartments worldwide. If a customer can find the same deal for less on a prepaid hotel, Hotels.com will match it. Hotels.com benefits from one of the largest hotel contracting teams in the industry negotiating the best rates for its customers, plus there are 1.3m reviews from users who have actually stayed in the hotels to ensure customers make an informed choice when booking. Hotels.com won the Gold Award for best hotel booking site in Webuser magazine in February 2009. Travellers can book online or by contacting one of the multilingual call centres on 0871 200 0171.