

# Premier Inn Launches 'Premier Weekends'



Released on: May 28, 2010, 12:45 pm

Author: **Premier Inn**

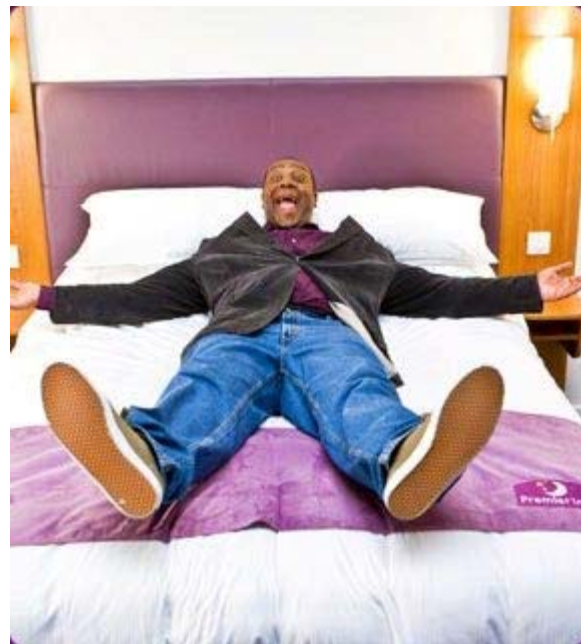
Industry: [Travel](#)

Premier Inn has announced the launch of 'Premier Weekends' with a brand new advert featuring British comedian Lenny Henry.

The creative will hero Premier Inn's 'Premier Weekends', a £12 million marketing campaign which is designed to encourage Brits to make the most of their weekends by taking a good value break with [Premier Inn](#). The adverts will continue to reinforce Premier Inn's superior budget hotel offering and will position Premier Inn as the number one hotel of choice for leisure travellers.

The campaign will feature two different versions of the new [TV adverts](#) each showing Lenny Henry enjoying various weekend activities ranging from taking a break in the countryside, to a spot of fishing, trying his hand at golf and attending a wedding.

All communication will highlight [Premier Offers](#), which is Premier Inn's value room offer where guests can book rooms sleeping up to a family of four for just £29 per room per night.\*



Steve Conway, Head of Marketing at Premier Inn said: "Our 'Premier Weekends' campaign cements Premier Inn's position as the leading hotel brand in the UK. This new creative illustrates that we are located in some of the most beautiful parts of the UK as well as city centres, and that we are keen to offer our guests a great weekend break."

Lenny Henry, the face of Premier Inn added: "Filming the latest adverts has been a lot of fun; working with Paul Weiland and the creative team was inspiring and I think they have created something very special. In these adverts you see me making the most of the weekend in and around a Premier Inn Hotel - going crazy on the dance floor at a wedding; hiking; fly fishing; and playing golf - a lifelong love of mine. What more could a guy ask for?"

The campaign was created by Premier Inn's advertising agency, Rainey Kelly Campbell Roalfe / Y&R, who also created the last two advertising campaigns that have featured Lenny Henry, and was directed by Paul Weiland.

'Premier Weekends' will be supported by a fully integrated print media, public relations and digital campaign.

-Ends-

Notes to Editors:  
\*Rates advertised from £29 per room (room only). Bookable online only via [premierinn.com](http://premierinn.com) or [booking.com](http://booking.com). Minimum 2 night stay must be booked 21 days in advance of arrival. Non refundable/cancellable/changeable. Offer available 7 days per week

**About Premier Inn:**  
Award-winning Premier Inn is the UK's biggest hotel brand with over 580 [budget hotels](#) and more than 40,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathroom, TV with Freeview, and WiFi internet access. Premier Inn offers customers a money-back 'Good Night Guarantee' of a good quality room, comfortable surroundings and friendly service, which is unique amongst Britain's leading hotel chains.

All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

In 2008 Premier Inn launched in Dubai and is now open in Bangalore, India. On a domestic front, Premier Inn is set to be the largest provider of budget hotels in London by 2012.

Premier Inn supports WaterAid, the international charity whose mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education. Premier Inn, as part of Whitbread Hotels and Restaurants, aims to raise £1 million for WaterAid over the next two years. Details can be found at [www.wateraid.org/whitbread](http://www.wateraid.org/whitbread).

**For further information please contact:**

Nicola Smith  
Whitbread Hotels and Restaurants  
Whitbread Court  
Houghton Hall Business Park  
Porz Avenue  
Dunstable  
LU5 5XE  
07827 084736  
[www.premierinn.com](http://www.premierinn.com)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)