



Premier Inn Gloucester East Barnwood

July 2007 saw one of the worst flooding disasters the UK has experienced in decades. Many hotel operators were forced to close their businesses, leaving hundreds of people stranded. However, one property that really went the extra mile to help its customers was the Premier Inn Gloucester East in Barnwood.

One of the only hotels to remain open in the area, it was quickly overrun by customers desperate for a place to stay. Even when all its rooms were occupied, the team didn't turn people away but made every effort to help find alternative accommodation, even calling its competitors for help.

While not directly damaged by the floods, the hotel did experience a truly testing time, being cut off from its electricity supply for several days and losing running water for more than a week. Of course, the simplest solution would have been to shut up shop and reopen once supplies had been reinstated but the team at Premier Inn Gloucester East refused to give in.

With local supermarket shelves empty of bottled water, the team contacted colleagues at Premier Inn hotels in Bristol and Swindon, asked them to buy water and deliver it to the hotel. A vanload of bottled

"With local supermarket shelves empty of bottled water, the team asked colleagues in Bristol and Swindon to buy water and deliver it to the hotel"

water was sent and supplies were placed in each of the bedrooms. The team also arranged for large containers of water to be delivered to the hotel to be used for cleaning.

The Premier Inn Gloucester East remained open during the entire period of the flooding and not one team member failed to turn up for work, despite many having been affected by the floods on a personal level.

Throughout the ordeal, the team remained positive and calm and on more than one occasion went beyond the call of duty for their guests, making the Premier Inn Gloucester East team the deserving winner of this year's Hotel Catey Extra Mile Award.

THE SHORTLIST

The Berkeley Guest Relations Team
London
Sam Hall
Sharro Bay, Penrith
Maxine McDonnell
Four Seasons Hotel,
Hampshire
Premier Inn Gloucester East
Barnwood