**PRESS RELEASE**

**Strictly embargoed until 26 September 2017 at 00:01**

**THE SAVOY WINS CUSTOMERS’ CHOICE AWARDS AT AA HOSPITALITY AWARDS**

The Savoy, London, was last night (September 25) announced as the winner of the Customers’ Choice Award at the AA Hospitality Awards. It scored the largest number of reviews with 2,871 posts (86 per cent positive) and the highest Global Review IndexTM (97%) – the industry standard metric for online reputation.

The results follow an analysis by ReviewPro of more than 2 million online guest reviews of 3,485 AA accredited establishments in the UK published in the last year (Aug 1, 2016 - Jul 31, 2017).

Rankings are based on the company's Global Review IndexTM (GRI), which is calculated from guest review data from 175 online travel agencies and review sites in 45 languages. In additional to overall GRITM, the rankings take into account the volume of reviews received by each property and the improvement in the GRITM over the last year.

The Savoy beat off competition from The Langham, London, which was the second most highly rated, followed by Boringdon Hall Hotel, Devon and The Spa Hotel at Ribby Hall Village near Blackpool.

Now in its 20th year, the glittering awards ceremony at the Grosvenor House Hotel celebrates the UK’s top hotels, restaurants, and pubs and the people behind them. It also marks the release of the 2018 editions of the AA’s range of lifestyle guides; the AA Hotel Guide and AA Best Restaurants Guide.

**Andrew Oxley, Head of Hotel Services at The AA, said:** *“The Savoy continues to lead the way with over 125 years as a renowned, five-star establishment. The results of the Customers’ Choice award reflects the superb service and standard that the hotel’s team continues to deliver.”*

**…Ends…**

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**Note to Editors**

**About Savoy Hotel**

The Savoy has been at the forefront of the London hotel scene since it opened in 1889. The hotel was lovingly restored in 2010, with much of its art deco and Edwardian heritage kept intact. The bedrooms, including an extensive range of stunning suites, vary in style and size, and many overlook the River Thames. The Savoy Grill and American Bar remain as well-loved favourites; Kaspar's offers informal yet luxury all-day dining; the Thames Foyer is renowned for its afternoon teas; and the Beaufort Bar offers cocktails that push the boundaries of mixology. Immaculately presented staff offer excellent standards of hospitality and service.

**Savoy Hotel, Strand, London WC2R 0EU**

**About Review Pro**

ReviewPro is the leading provider of Guest Intelligence solutions to hotels worldwide. The company’s products, including Online Reputation Management (ORM), Guest Satisfaction Surveys (GSS), Auto Case Management and the Guest Messaging Hub, allow clients to increase guest satisfaction, rankings on review sites/OTAs and revenue.

The company offers the industry-standard Global Review Index™ (GRI), an online reputation score, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 175 OTAs and review sites in more than 45 languages. More than 30,000 hotels worldwide leverage Review Pro’s solutions to deliver better guest experiences.