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## **Aspect Hotels New Irish Hotel Brand Launched**



Aspect Hotels, a new mid-market 3 star franchise brand, was launched today. The Irish owned and operated franchise brand has been developed by PREM Group in response to the changing landscape of the hotel industry in Ireland. The new brand offer hotel owners flexible contracts with competitively priced fees coupled with the operational, sales and marketing support of PREM Group, one of Ireland's most experienced hotel operators. Two Aspect Hotels were unveiled today at Park West in Dublin and Kilkenny along with plans to expand the brand to 10 hotels in cities and towns across Ireland by the end of 2012.

According to Joanna Doyle, Franchise Development Manager, Aspect Hotels is an Irish brand for an Irish market. "It recognises the challenges and opportunities of today's hotel environment as well as franchisees' expressed need for a greater input into the marketing of their own business. For business and leisure guests, the Aspect Hotel brand represents competitively priced full service hotels, each with its own unique style and character", she said.

Ongoing operational support for local management is a key feature of the franchise agreement. Members of Aspect Hotels will also have a dedicated revenue manager and the assistance of PREM Group's extensive network of experienced sales managers across Ireland, UK and Northern Europe including representation at corporate events and road shows and inclusion in corporate and group tour sales campaigns. "We are committed to increasing our customers' revenue from both the domestic and international markets and will work closely with individual hotel owners on a strategic and tactical basis", added Ms Doyle.

Aspect Hotels will be supported by an extensive marketing programme that will be rolled out over the coming months. It will focus strongly on digital marketing and include a new website for each hotel, a loyalty reward scheme as well as social media activity.

For further details on Aspect Hotels visit [www.aspecthotels.com](http://www.aspecthotels.com)

**ENDS**

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**Editors Note**

**About PREM Group**

PREM Group operates 39 hotels and apart-hotels in Ireland, England, Belgium and France.