

HOTELS

Travellers boycott hotels with poor in-room entertainment

Nearly one in five hotel guests demand an upgrade or switch to a different hotel if the in-room entertainment is poor, according to research by Samsung Electronics Europe, supplier of flat-panel televisions.

The online survey of 1,000 people also showed that nearly one in three would not return to hotels with disappointing entertainment offerings.

Samsung recently announced plans to roll out its new range of Four and Six Series industry-specific high-definition LCD TVs across a range of hotel chains, including Hilton, Hyatt, Intercontinental, Marriott, Shangri-La, Sheraton, Westin and Wyndham Hotel Group. Visit samsung.com/hospitality