BDRC Continental’s Hotels & Hospitality Division Appoints Associate Director...

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To Manage Its Flagship Global Product,The Hotel Guest Survey

BDRC Continentalâ€™s Hotels & Hospitality Division has appointed Anthony Chaimowitz as Associate Director with responsibility for its flagship global product, the Hotel Guest Survey.

Anthony, who joins BDRC Continental from Network Research, has more than ten yearsâ€™ UK and international research experience. In his newly created role at BDRC Continental, Anthony will take overall responsibility for the execution and development of the Hotel Guest Survey. Comprising 15,000 interviews in just under 40 markets globally, the survey provides brand performance benchmarking and customer insight for the hotels sector.

Matt Costin, Director of BDRC Continentalâ€™s Hotels and Hospitality Division, commented:
â€œWe are delighted to have someone with Anthonyâ€™s experience join the team to manage the Hotel Guest Survey. The scale and scope of the survey demands that it is under constant review and is enhanced to ensure it meets the evolving needs of our clients, which include many of the worldâ€™s leading hotel brands.â€•

Anthony Chaimowitz said:
â€œI am looking forward to working as part of the BDRC Continental team and relish the challenge and responsibility of managing such an extensive and important research resource for the hotels sector.â€•

BDRC Continentalâ€™s Hotels & Hospitality Division has also recently welcomed Sam Goldbart as its new Junior Research Executive. Sam has joined the expanding team to help manage the increase in report production and consultancy work.

About BDRC Continental
For more information please visit www.bdrc-continental.com

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