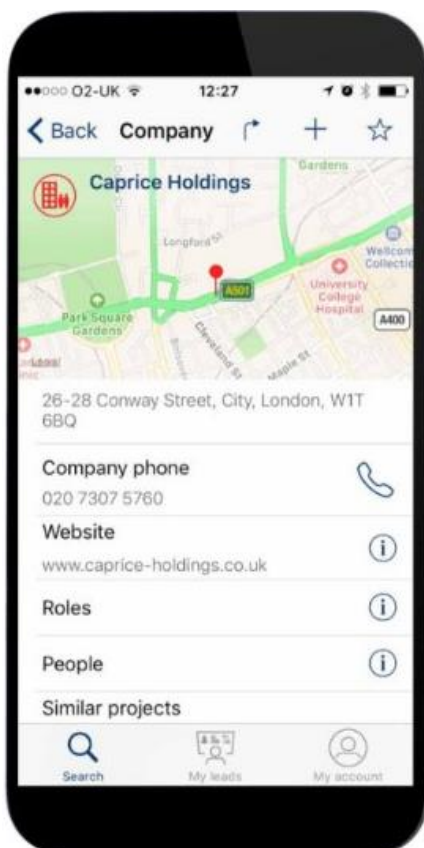


**Barbour ABI & The Caterer join forces to launch innovative lead generation app
for the hospitality sector**

Construction industry analysts Barbour ABI and hospitality news provider The Caterer have joined forces to launch a pioneering iPhone app named '[Openings](#)', a lead generation tool designed to allow users to search an extensive database of forthcoming hospitality projects.

Barbour ABI are a chosen data partner of the Cabinet Office, the Office for National Statistics and the Department for Communities and Local Government and have developed the application alongside The Caterer who bring unrivalled hospitality sector knowledge and reach.



(The Openings app)

Openings has been designed and researched specifically from a catering perspective, primarily to help hospitality operators and suppliers to generate, qualify and process potential leads. The application shows forthcoming hospitality and catering construction schemes, providing extensive information such as the type of site, the lead operators and contractors involved, their roles, key contacts, opening dates and kitchen & cover sizes.

Simon Mahoney, Group Director at Barbour ABI commented “Openings is a unique product that has the capability of significantly increasing lead generation opportunities for the hospitality sector, from the ease of their phone. Combining our experience with the UK’s most widely known hospitality publisher *The Caterer* puts us in a unique position to provide a UK wide service of forthcoming hospitality premises projects where the users’ products and services may be required.”

Mark Lewis, Publisher at The Caterer commented on the launch of Openings “At *The Caterer* we have a rich history of providing both operators and suppliers with the need-to-know information they need to run better businesses. Openings continues that ethos and will help our clients identify and act on new business opportunities sooner than ever before. We believe it will become a trusted source of information for the whole industry.”

-ENDS-

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About Barbour ABI:

Barbour ABI is a leading provider of construction intelligence services. With a team of in-house research specialists and a dedicated lead economist, it provides commercially relevant insight and unique analysis of trends and developments within the building and construction industry.

Barbour ABI is the chosen provider of Construction New Orders data to the Office for National Statistics and the Government’s Construction and Infrastructure Pipeline, outlining future construction and infrastructure projects where public funding is agreed. Barbour ABI also provides data for independent organisations, such as the Construction Products Association.

Barbour ABI is part of global events-led marketing services and communications company, UBM, and is headquartered in Cheshire Oaks, Cheshire.

For more information, go to www.barbour-abi.com or follow us on Twitter [@BarbourABI](https://twitter.com/BarbourABI) for all the latest construction data news.

About UBM:

UBM helps businesses do business, bringing the world’s buyers and sellers together at events and online, as well as producing and distributing news and specialist content. Its 5,500 staff in more than 30 countries are organised into expert teams which serve commercial and professional communities, helping them to do business and their markets to work effectively and efficiently.

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