

Look back: One Year as an Adults Only Hotel

The Best Western Ahorn Hotel Oberwiesenthal has been an adults only hotel for one year now and exclusively welcomes guests above the age of 14. A look back on the first year shows: The specialization on the target group of adults in Oberwiesenthal is highly successful.

Oberwiesenthal, 2 February 2017. The Best Western Ahorn Hotel Oberwiesenthal has been presenting itself as an adults only hotel for guests above the age of 14 for one year now. The group Ahorn Hotels & Resorts, which manages the Best Western hotel, has decided to introduce a completely new concept in the form of adults only besides the family hotel Ahorn Hotel Am Fichtelberg, which is also located in Oberwiesenthal. This way it is possible to fulfill the demands and wishes of travelers in the best possible way. In the course of the change, the hotel itself has been adjusted to the expectations and requirements of the target group: The spa area has been enlarged and newly designed so that the guests now have access to the terrace with a view on the reservoir and the Fichtelberg. Moreover, an outdoor sauna has been built on the terrace. The newly built Panorama Lounge and the Piano Bar provide some relaxation and entertainment.

Adults Only Concept Is Established

The former Best Western Ahorn Hotel Birkenhof has successfully established itself as an adults only hotel on the travel market within a year. That can be confirmed by an increased demand on the one hand and a risen recommendation rate on HolidayCheck from 90 to 93 percent on the other hand. "We are very pleased that we managed to receive acceptance on the market with the new concept and make a name for ourselves," reveals regional director René Stolle. "Our guests confirm us again and again that they enjoy traveling without their kids once in a while."

Holidays for Adults in the Erz Mountains

The four star Best Western Ahorn Hotel Oberwiesenthal is located right next to the Fichtelberg funicular in the health resort Oberwiesenthal. All 172 hotel rooms are characterized by a charming traditional atmosphere. In the middle of the Erz Mountains, nestled between the Fichtelberg and Keilberg, the hotel attracts travelers looking for relaxation as well as active travelers above the age of 14 with a variety of leisure activities for every season of the year. The a-la-carte restaurant 'Erzgebirgsstube' welcomes guests with a regional cuisine. In the feel-good area 'AhornWell' guests can relax in various saunas, amongst others an outdoor sauna, and in the relaxation room with a view on the Fichtelberg. Moreover, they can enjoy the pleasures of a massage or cosmetic treatments. Enjoying a drink in the Piano Bar or in the new Panorama Lounge is the most pleasant way to end the day.

The following press picture is available for download:

Caption:

From the hotel on the ski slope: The adults only hotel Best Western Ahorn Hotel Oberwiesenthal is the perfect starting point for a skiing trip.

All press pictures are available on:

Press Contact Ahorn Hotels & Resorts:

AHORN Management GmbH
Nadja Leibfritz
Nürnberger Str. 61/62
10787 Berlin
Telephone: +49 (0)30 31 595 076
Telefax: +49 (0)30 31 595 079
Email: n.leibfritz@ahorn-hotels.de
Website: www.ahorn-hotels.de/en

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, EXECUTIVE RESIDENCY®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 27 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

For further information please contact:

Best Western Hotels Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimbal, Director of Corporate Communications
Miriam Grabuschnig, Junior Communications Manager
Frankfurter Strasse 10-14, 65760 Eschborn, Germany
Tel: +49 (0) 6196 - 47 24 301, Fax: -129
Email: anke.cimbal@bestwestern.de
Websites www.bestwestern.de, www.bestwestern.de/presse