

## Best Western with Five New Hotels in Germany

**Best Western Hotels Central Europe has made a successful start to the year: Five hotels in Germany have decided to join the international group. From existing three- and four-star hotels in Trier, the Bavarian Forest and Lueneburg to the new Best Western Hotel Wiesbaden, which will open at the end of the year. In addition, the V8 Hotel Motorworld Region Stuttgart, which was also newly built, has joined the exclusive BW Premier Collection at the end of January.**

**Eschborn, February 15th 2018.** Best Western is growing: Five additional hotels in Germany will benefit from the advantages of the world's largest hotel group in the future. The newly added hotels cover different target groups and regions: A city hotel in Lueneburg, south of Hamburg, two conferences hotels in Trier and Wiesbaden as well as a holiday hotel in the Bavarian Forest and a design hotel for car fans are joining the brand. As a partner Best Western fosters the economic success and competitiveness of each hotel through marketing and sales activities for all relevant market segments and target groups. The hotels, some of which are family-run, remain independent and individually managed. Best Western Hotels Central Europe GmbH, headquartered in Eschborn, currently manages around 220 hotels in the ten countries Germany, Luxembourg, Liechtenstein, Switzerland, Austria, Slovakia, Slovenia, the Czech Republic, Croatia and Hungary. "The new properties with their individual character and target groups complement our existing hotel portfolio very well. I am particularly pleased that we were able to convince holiday hotels as well as business and design hotels of our services", says Andreas Westerburg, Head of Hotel Development at Best Western Hotels Central Europe GmbH.

### Expansion with Ten Brands

This year, the expansion of the hotel portfolio will be driven further due to new brand offers. With ten brands, Best Western today offers hotel developers and operators tailor-made products. Guests can choose from a broad variety of hotels. Great potential for growth is seen in the area of so-called soft brands. Best Western is currently offering three new soft brands in all categories: In addition to the BW Premier Collection for exclusive hotels, which was launched last year, the BW Signature Collection for upper-middle-class hotels and the Sure Hotel Collection for three-star properties have been added at the beginning of the year. "We experience a growing demand for individual solutions. Thanks to our brand diversity, hotel operators and hotel groups can always choose the concept, which meets their individual demands best", explains Westerburg.

### New Hotels At a Glance

#### **V8 Hotel Motorworld Region Stuttgart, Boeblingen**

The newly built theme hotel V8 Hotel Motorworld Region Stuttgart in Boeblingen has opened at the end of January. It is part of the exclusive BW Premier Collection. The hotel for car lovers offers 157 design and themed rooms, apartments, conference rooms, a restaurant and bar. Furthermore, the new V8 Hotel has a spa and fitness area.

#### **Best Western Plus Residenzhotel Lueneburg, Lueneburg**

After renovating and building 14 new rooms, the Best Western Plus Residenzhotel Lueneburg joins the group on May 1<sup>st</sup>. Altogether the hotel has 44 rooms and is located in the centre of the city, only 50 kilometres south of Hamburg.

#### **Best Western Hotel Antoniushof, Schoenberg**

The Best Western Hotel Antoniushof in the Bavarian Forest joins the brand on June 1<sup>st</sup>. The holiday hotel with 51 rooms is the first adult-only hotel in the national park region. In addition to a spacious spa area, the restaurant BavaStria offers Bavarian and Austrian specialties.

#### **Best Western Hotel Trier City, Trier**

The Best Western Hotel Trier City with 127 rooms joined Best Western in February. The heart of the hotel is the open lounge, right at the entrance of the building. A conference area with five seminar rooms can accommodate up to 400 people. The Europahalle Trier with four further conference rooms for up to 1,200 people is located right next to the hotel.

#### **Best Western Hotel Wiesbaden, Wiesbaden**

At the moment, a new Best Western Hotel with 165 rooms is built in Wiesbaden. An open lobby creates smooth transitions from working to relaxing areas. In the casual bar-bistro guests can take snacks and drinks. Moreover, a fitness area will be built. The hotel will open at the end of 2018.

#### **The following press pictures are available for download:**

*Caption: The newly built theme hotel V8 Hotel Motorworld Region Stuttgart in Boeblingen is part of the exclusive BW Premier Collection.*

*Caption: The Best Western Hotel Antoniushof in Schoenberg/Bavarian Forest will join the brand in June.*

*Caption: The Best Western Hotel Trier City with 127 rooms joined Best Western in February.*

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#### **About Best Western Hotels Central Europe:**

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 220 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. 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 eleven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÄ«b®, GL , Executive Residency by Best Western®, BW Premier Collection®, and BW Signature Collection<sup>SM</sup> by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Plus Hotel by Best Western and Sure Hotel Collection<sup>SM</sup> by Best Western.

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 34 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](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)

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