

## New Best Western Hotel in Kiefersfelden Opens in Summer

**A new Best Western Hotel is being developed in Upper Bavaria: In Kiefersfelden, a town near the German-Austrian border, the new Best Western Hotel Kiefersfelden is scheduled to open at the end of July after a construction period of just under one year. The hotel offering 100 modern rooms is part of the new commercial and leisure area "Kaiserreich Kiefersfelden" which translates as      Empire Kiefersfelden      .**

**Eschborn/Kiefersfelden, Germany, June 2, 2020.** A new Best Western Hotel with 100 rooms is currently being completed in Kiefersfelden in Upper Bavaria, near the German-Austrian border in the middle of the Alps. After the ground-breaking ceremony in June 2019, the project for the new hotel building started at the new "Kaiserreich Kiefersfelden" commercial and leisure area, which covers around 40,000 square metres. After the almost six-month construction period was completed in December 2019 with the shell of the almost 24-metre-high hotel building, further construction phases, including the laying of the screed, have been completed in recent months. Now only the finishing work such as flooring and decorations in the hotel rooms and lobby are finalized. The new Best Western Hotel Kiefersfelden is expected to open its doors for guests at the end of July, and is already bookable.

### Staying in the Middle of the Bavarian and Austrian Alps

The Best Western Hotel Kiefersfelden is characterized by clear forms and a functional design. Kiefersfelden itself is a perfect starting point for exciting discoveries and experiences in the Bavarian and Austrian Alps. A total of 100 guest rooms on six floors will be available after completion, as well as a spacious lobby area on the ground floor. The hotel is thus not only designed for business travellers, but also addresses leisure, group and bus travelers with its family and barrier-free rooms. The 40,000 square metre area "Kaiserreich Kiefersfelden" will also offer gastronomy, entertainment, leisure and hotel business as well as cultural highlights after its completion.

### The following press picture is available for download:

*With the Best Western Hotel Kiefersfelden, a modern 100-room hotel is being built near the German-Austrian border in the middle of the alps. The new three-star-superior-hotel is scheduled to open at the end of July.*

### Download PRESS RELEASES and PRESS IMAGES:

[www.bestwestern.de/presse](http://www.bestwestern.de/presse)

### About BWH Hotel Group<sup>SM</sup>:

*The BWH Hotel Group<sup>SM</sup> is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. \* BWH Hotel Group offers a total of 18 hotel brands worldwide that suit the needs of*

hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio.\*\* BWH Hotel Group<sup>SM</sup> offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 40 million members.

BWH Hotel Group<sup>SM</sup> Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)

\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

\*\* All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe, SureStay Hotels are managed with the brand Sure Hotels.

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