

05/04/2021

New Sure Hotel in the Heart of Munich Arrives in July

BWH Hotel Group Central Europe announces their newest addition, the future Sure Hotel by Best Western München Hauptbahnhof. In light of the brand connection, the three-star hotel with 138 rooms is currently undergoing a comprehensive modernization. As of July, it will be managed under the umbrella of the international hotel cooperation.

Eschborn / Munich, Germany, May 4, 2021. A second hotel in Munich joins BWH Hotel Group Central Europe: As of July 2021, the newest addition of the cooperation will be managed as Sure Hotel München Hauptbahnhof. This adds another property in the Bavarian capital to the portfolio of the international hotel group. It is operated by Ospidea Hotel Management GmbH from Wiesbaden, who are currently modernizing the city hotel with a six-figure investment. Run as a Sure Hotel under the umbrella of the BWH Hotel Group, the 138-room property benefits from the worldwide sales power, central marketing activities and attractive global partnerships of the international hotel cooperation. Guests can book directly via all common channels as well as directly with Best Western. While travelers will enjoy their stay in the heart of Munich, they are also collecting points for the group's global loyalty program Best Western Rewards. The hotel is already the second Munich based property BWH Hotel Group welcomes this year. The new development Best Western Hotel Arabellapark in Munich's upscale district Bogenhausen which is due to open in September 2021 has already joined the cooperation, too.

The BWH Hotel Group includes the brand families Best Western Hotels & Resorts, WorldHotels Collection and Sure Hotels. The SureStay Hotels brand, launched in 2016 and operated in Europe as Sure Hotels, is a fast-growing global hotel brand in the classic midscale segment. All of the brand's hotels offer travelers a consistent and high-quality level of comfort, cleanliness and service guarantee.

Ideal Location for Sightseeing, Shopping and Culture

Situated right next to the famous Karlsplatz and directly opposite Munich's Central Station, Sure Hotel München Hauptbahnhof has had a tradition of welcoming guests for almost 50 years. It boasts 138 rooms in four categories with a stylish modern interior complemented by typical Bavarian touches. Furthermore, the city hotel in the center of Munich offers its guests a breakfast restaurant and a hotel bar as well as free Wi-Fi. Right across the street, travelers can start exploring the city from Munich Central Station. From here, they reach all major attractions in Munich in just a few minutes. Thus, the hotel offers the ideal gateway for sightseeing, shopping, or cultural experiences in the Bavarian capital.

The following press pictures are available for download:

Caption: The latest addition to BWH's growing portfolio in the heart of Munich: The Sure Hotel München Hauptbahnhof welcomes guests right across the central train station.

Download PRESS RELEASES and PRESS IMAGES:

www.bestwestern.de/presse

About BWH Hotel GroupSM:

The BWH Hotel GroupSM 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®, VÅ«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 StudioSM complete the group's brand portfolio.** BWH Hotel GroupSM 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 RewardsSM with more than 40 million members.

BWH Hotel GroupSM 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, www.bestwestern.de and 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.

Further information and press contact:

BWH Hotel Group Central Europe GmbH

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

Anke Cimbäl, Head of Corporate Communications

Sophie Elise Pauly, PR Manager, Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel. +49 (61 96) 47 24 -301

E-Mail: presse@bwhhotelgroup.de

Internet: www.bestwestern.de www.bwhhotelgroup.de