

01 December 2017

Best Western GB appoints new Chief Executive Officer

Best Western Great Britain has appointed Rob Paterson as its new Chief Executive Officer. Paterson joins from Village Hotels where he is presently Commercial Director.

Paterson will join the largest collection of independent hotels in Great Britain in mid-February after a 16-year career with brands such as Accor, De Vere, Malmaison and Hotel du Vin.

Tim Rumney, chairman of Best Western Great Britain, said: "We are very positive about Rob's appointment at this stage in the evolution of our business. Best Western is changing, in the last three years we have improved the standards of our member and associate member hotels, going from one to 10 brands and appealing to more guests than ever before. Rob's strong track record in hospitality, his future facing approach to technology, digital and commercial performance impressed us and we look forward to welcoming him to the business. He joins at an exciting time in Best Western's 70-year journey."

Rob Paterson said: "Best Western is an iconic, global brand and I cannot wait to meet the independent hoteliers that make up the membership and get started. The potential of the brands and the organisation excites me and I look forward to building on the great work of the last three years and continuing to grow the appeal of Best Western for hoteliers, investors and guests."

Paterson will be CEO of Interchange & Consort Hotels, the parent company of Best Western Great Britain and its purchasing company, Beacon. He joins following news last week of Best Western Great Britain posting a record year for number of hotel applications and activations in 2017.

The membership organisation saw a 110% increase in hotels joining year on year and has a significant pipeline of hotels awaiting activation in 2018.

Best Western Great Britain also announced last month that it is launching its newest brand Sure Hotels by Best Western which has economy, midscale and soft brand options. Since widening its appeal to 10 brands Best Western now has an option for every hotel and every guest.

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For media enquiries contact bestwestern@brightergroup.com

Editors' notes:

Best Western GB represents the largest collection of independently owned and family run hotels in Great Britain, with over 250 properties across the country. From beach front properties and mountain views, to city escapes, rural retreats and both modern and listed buildings, each hotel is different. What brings them together is their commitment to the quality, value and standards of service that every guest receives.

Best Western GB is a retained-profit membership organisation that helps hotels maintain their independence. Committed to representing the views of its independently owned member hotels, Best Western GB tackles key

Press Release



industry issues on their behalf, including the effects of Government policies and legislation, industry changes and environmental impact on the heartbeat of the Great British hospitality industry.

To find out more visit Best Western GB's Media Centre: www.bestwestern.co.uk/company/best-western-media-centre