

Business Travel Show (BTS)
22 – 23 February 2017
London Olympia
Best Western Stand B325

Best Western Great Britain at BTS 2017

The 2017 Business Travel Show will see the UK's largest collection of independent hotels - Best Western Great Britain - officially launch its first dedicated corporate Business Different campaign to the TMC audience, as well as to travel managers, procurement, purchasing, travel booking and event management personnel visiting the show.

The campaign will focus on Best Western Great Britain's brilliantly different hotels, highlighting the charms of the 260 independently owned properties, in contrast to dull hotels in drab locations with bland, homogenized bedrooms. Best Western hotels each have their own unique character and distinctive atmosphere, without sacrificing the usual facilities expected from a business hotel such as practical conference rooms, speedy wifi, hearty breakfasts, helpful hotel staff, comfortable rooms, great locations and great value

Business Different campaign messages include – Forget business as usual, there's a better way to work away; Get perfect spreadsheets, rooms with a difference and aimed at the MICE market, Rooms with a view, meetings room with a difference.

The campaign will also emphasise the importance of a work-life balance by showcasing after-work facilities at the hotels and will highlight Best Western Rewards scheme as huge added value for business travellers wanting to use them for personal trips.

The campaign will be promoted through adverts, communications and across social media, using the #BusinessDifferent hashtag.

The Best Western Great Britain sales team will be out in force at BTS, led by Head of Sales, Nikki Farr who joined the company earlier this year after working in corporate and MICE hotels sales for the past 21 years for brands such as Principal Hayley, De Vere Hotels, IHG and Four Pillars.

Nikki Farr, Head of Sales at Best Western Great Britain said: *"We're looking forward to showcasing our 'Business Different campaign to the influential audience visiting the BTS. At Best Western, our business travel product is different to the hotel chains where each room is the*

same, wherever in the world you are. Just because someone is travelling for business it doesn't mean they have to stay somewhere without personality and charm. We also believe the tide is turning on the 24/7 work culture and we know that business travel guests increasingly look for leisure facilities like those that so many of our hotels offer."

Best Western Great Britain represents the largest collection of independently owned and family run hotels in Great Britain, with over 260 properties across the country. It is a retained-profit membership organisation that aims to support independent hotels.

To book, visit <https://www.bestwestern.co.uk/business> or call 08445 767 676.

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For more information please contact Amy Skelding, Sophie Kelk or Laoise Collins at bestwestern@brightergroup.com or call 020 7326 9880.

Editors' notes:

Best Western GB represents the largest collection of independently owned and family run hotels in Great Britain, with over 260 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 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 Great Britain's Media Centre: www.bestwestern.co.uk/company/best-western-media-centre