

Best Western hotels to offer up to 30% discounts on Black Friday

Best Western Great Britain is treating guests with a fantastic offer of up to 30% discounts on winter stays booked on Black Friday (24th November) as part of its Picture Winter campaign.

For those picturing themselves relaxing in front of a roaring log fire, strolling along blustery beaches or exploring local villages and taking in the local culture, Best Western is giving guests an extra reason to book the perfect winter break.

To add an even bigger incentive to book this Black Friday, guests will receive a complimentary £10 Best Western gift card for every stay taken in December 2017 and January 2018**. To benefit from these offers, guests just need to be Best Western Rewards members and register for the promotion at www.bestwestern.co.uk/rewards-promotion.

We have included below a few ideas to inspire a seasonal escape at one of Best Western's participating independent hotels:

Best Western Valley Hotel, Ironbridge – save up to 50%

The [Best Western Valley Hotel](#) is just four miles away from Telford - a prime location in the World Heritage site of Ironbridge. Set on the banks of the River Severn and within walking distance of the heart of the town centre, guests will be within easy reach of all local attractions, bars and restaurants.

Surrounded by stunning parkland, this Georgian listed country house hotel is ideal for those who want to enjoy some culture whilst working away from home, couples who want to spend quality time together on a woodland walk or families that like exploring together.

Black Friday prices start from £45.00* based on a stay for two people with breakfast on the Winter Sale Rate on 22 December 2017.

www.bestwestern.co.uk/hotels/best-western-valley-hotel

Best Western Dundee Invercarse Hotel, Dundee – save 25%

With stunning views over the River Tay and wooded grounds to explore, this hotel is a must visit for outdoorsy types. The views are best enjoyed while fine dining in the Redwood Lounge or enjoying a drink in the cocktail bar.

Black Friday prices start from £48.75* based on a stay for two people with breakfast on the Winter Sale Rate on 10 December 2017.

www.bestwestern.co.uk/hotels/best-western-invercarse-hotel-83440

Best Western Plus Dunfermline Crossford Keavil House Hotel, Dunfermline – save 35%

Rural relaxation on the doorstep of Edinburgh. This country house hotel is also within easy reach of some gorgeous beaches, perfect for blustery strolls. You can warm up with a dip in the Jacuzzi and dinner at The Botanist when you return.

Black Friday prices start from £52.00* based on a stay for two people with breakfast on the Winter Sale Rate on 10 December 2017.

www.bestwestern.co.uk/hotels/best-western-plus-keavil-house-hotel-83418/

Best Western Salford Hall Hotel, Stratford-upon-Avon – save up to 40%

The [Best Western Salford Hall Hotel](#) near Stratford-upon-Avon is the ideal hotel for staging a short break or long weekend at the gateway to “Shakespeare Country.” Guests will also be within touching distance of the Cotswolds, making the hotel’s location all the more appealing. A romantic 14th Century Tudor manor, the hotel has four poster beds in some rooms, with accommodation also in Tudor Court, a lovingly restored coach house. As such, guests will enjoy the best of traditional hospitality and oldy-worldy charm during a stay at the hotel.

Black Friday prices start from £39.00* based on a stay for two people with breakfast on the Winter Sale Rate on 10 December 2017.

www.bestwestern.co.uk/hotels/best-western-salford-hall-hotel

Best Western Hotel Bristol, Newquay – save up to 40%

The [Best Western Hotel Bristol](#) is a charming cliff top hotel in Newquay, overlooking the golden sands of Tolcarne beach. This delightful family-run retreat really has it all - good food, superb sea views and excellent service. What's more, it provides a great tour base for both Newquay and Cornwall, and plenty of breath-taking scenic spots and attractions. Newquay is also rather food famous - so guests can leave with a belly full of fresh seafood, scrumptious scones and fudge.

The team at Best Western Hotel Bristol understands that pets are part of the family, so they should not miss out on a holiday. Four-legged friends are welcome to stay at the hotel for just a small fee, whilst there are plenty of fabulous dog friendly beaches in the area. (Great Western Beach is just 6-minute walk away).

Black Friday prices start from £48.00* based on a stay for two people with breakfast on the Winter Sale Rate on 17 December 2017.

www.bestwestern.co.uk/hotels/best-western-hotel-bristol-83375

-ENDS-

For media enquiries contact bestwestern@brightergroup.com

Editors' notes:

***Terms and Conditions:**

*The hotels featured are showing a price based on two people sharing a room on the Winter Sale Free Breakfast Rate on the mentioned dates and include free breakfast. Prices are correct as of 5pm 20 November 2017. The Winter Sale Free Breakfast Rate is available at participating Best Western hotels on selected dates for stays between 12 October 2017 and 31 March 2018. Bookings on the Winter Sale Free Breakfast Rate must be made and taken by 31 March 2018. Bookings must be made at least 3 days ahead of stay date. The Winter Sale Free Breakfast Rate is full prepay, non-refundable and non-cancellable and exclusively for Best Western Rewards members. To benefit from the offer, non-members can join for free during the booking process via the Best Western website (www.bestwestern.co.uk) or by calling the call centre on: 0844 387 6660

**The Best Western Rewards Gift Card promotion is valid only on rate plans eligible for Rewards points. Bookings via OTAs do not qualify. Full terms and conditions can be found at www.bestwestern.co.uk/rewards-promotion.

All Best Western hotels are independently owned and managed and as such availability of the Winter Sale Free Breakfast Rate will vary from hotel to hotel and some hotels may not participate in the promotion. The Winter Sale Free Breakfast Rate discount is applied to each hotel's Flexible Room Only Rate which may fluctuate or be limited during key holiday periods and may be subject to mid-week or weekend stays. Hotels may review and change their Flexible Rate on a daily basis, affecting the price and availability of the Winter Sale Free Breakfast Rate. The number of rooms available at any hotel on the Winter Sale Free Breakfast Rate may be limited. Customers are advised to check availability at their chosen hotel online by visiting bestwestern.co.uk/winter or by calling 0844 387 6660. For full Winter Sale terms and conditions, click [here](#).

About Best Western GB

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 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