

20 December 2017

Cedars Hotel joins the Best Western Great Britain portfolio

Cedars Hotel in Stowmarket, Suffolk has become a member of Best Western Great Britain, the largest portfolio of independent and family-run hotels in the country.

With 25 bedrooms, the boutique Best Western Cedars Hotel adds to brand's impressive collection of more than 250 hotels in the UK totalling more than 14,000 bedrooms. The group's expansion drive is part of a wider strategy to introduce greater differentiation within the brand and offer customers more choice. Best Western Great Britain currently offers guests the choice of four brands: Best Western, Best Western Plus, BW Premier Collection and Sure Hotels by Best Western with an increasing number of four-star properties represented in the collection.

Originally built as a farmhouse in the 16th Century, Best Western Cedars Hotel has, in recent years been refurbished and extended to offer the comfort and facilities of a modern hotel whilst retaining its charm, character and warmth. The hotel boasts an oak beamed bar with a large open fireplace and a traditional British restaurant offering an à la carte menu and a comprehensive wine list which has been chosen to complement the variety of dishes served.

The hotel specialises in the provision of conferences and meetings and features a purpose-built conference and banqueting facility which also provides the ideal venue for wedding receptions. Both conference facilities; The Constable Room and Gainsborough Suite are tastefully furnished and provide a full range of audio/visual equipment.

Ideally situated in a small market town in Suffolk, the county offers visitors a wealth of attractions, country houses, quaint villages and beautiful countryside. Nearby attractions include the Museum of East Anglian Life, Mid-Suffolk Light Railway Museum, Suffolk Heritage Coast and Lavenham Medieval Village.

The General Manager of Best Western Cedars Hotel, Cameron Mason says: "We are proud to bring Cedars Hotel into the Best Western Great Britain family. The hotel has so much to offer guests – from excellent conference facilities to a cosy restaurant. The hotel is also situated in the picturesque English countryside, perfect for country walks. We are looking forward to becoming a Best Western hotel and attracting the wider audience that the brand's membership can bring."

Best Western Great Britain's Managing Director, Les Asplen comments: "We're thrilled to welcome Best Western Cedars Hotel as our newest member and we look forward to working with the team there. Best Western Great Britain is a powerful global brand, backed by full service support. Our members can retain their independence while benefitting from the advantages of the world's largest hotel affiliation. As a brand, we are constantly seeking new hotels to join our portfolio so we can continue to offer our loyal customers a wide variety of different hotels across the country."

Double rooms at Best Western Cedars Hotel are available to book from £60 per night.

<https://www.bestwestern.co.uk/hotels/best-western-cedars-hotel-84231/>

-ENDS-

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 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