

Best Western Great Britain announces over 300 New Beds in Greater London

New hotel openings mark first new build properties for the group

Best Western Great Britain has announced 300 new beds in the Greater London area with the opening of three new build Best Western Plus properties in Croydon, Vauxhall and Wembley. This is the first time that Best Western Great Britain has welcomed new build properties into its portfolio and marks the start of exciting partnerships with big hotel brands such as Euro Hotels. The three new openings bring the total number of Best Western Great Britain properties opened in the past year to 11, with more than 15 properties already in the pipeline for launching throughout 2017.

Best Western Great Britain's Director of Hotel Services, Mirelle Maunder-Brown comments;

"We're really excited about this announcement, which we hopes marks the beginning of many more new build developments and property launches in Great Britain. As a brand we're constantly seeking new properties to join our portfolio so we can continue to offer a wide variety of brilliantly different hotels across the country to our customers."

The three new hotels bring the total number of Best Western hotels in the UK to over 250, with more than 14K bedrooms. The expansion 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, Best Western Premier and BW Premier Collection with an increasing number of four-star properties in the collection.

[More about the new properties](#)

The first of the three new hotels, which is now open, is the [Best Western Plus London Croydon Aparthotel](#), a 107 room property catering for both business and leisure guests. The hotel is themed around Croydon's industrial heritage, a nod to a nostalgic era of innovation when Croydon was an important industrial area. Conveniently located 15 minutes from West Croydon Station, the new property features modern bedrooms each with their own kitchenette 40" Smart TV, free wired Internet and Wi-Fi to create a home from home. Other facilities include onsite car parking as well as the Pizzapolli Restaurant specialising in wood fired pizzas.

The hotel, part of the Euro Hotels group, is now open and double rooms are available to book from £42.30.

A second Best Western Plus hotel is scheduled to open in Vauxhall mid February. The hotel, which is yet to be officially named, is a boutique hotel with 28 bespoke rooms located in the vibrant Vauxhall area. The hotel, part of Kaz Hotels Limited, has a 'night and day' theme to reflect the 24 hour nature of the surrounding area.

The third new property, The Best Western Plus London Wembley Hotel, is scheduled to open in March of this year. A conversion and extension of a former Government building, the hotel will offer 174 modern bedrooms located a five minute walk from Wembley Stadium. The hotel will have a sports theme, catering for the hundreds of thousands of leisure visitors and sporting fans visiting the area who require rooms throughout the year.

Gauhar Nawab, Chairman of the London Hotel Group, who now have three (Croydon, Peckham and Wembley with Crystal Palace and Hounslow to follow) properties in the Best Western portfolio commented;

"The Best Western brands are perfect for our property portfolio, and the support we have received so far from the brand has been excellent. We have been excited to launch the Best Western Plus London Croydon Aparthotel as our second hotel into Best Western, having already seen significant benefits of our other properties joining the brand."

-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 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 GB's Media Centre: www.bestwestern.co.uk/company/best-western-media-centre