

Best Western Great Britain launches Independents Week

With up to 50% off stays this winter

Best Western Great Britain represents the largest collection of independently owned and family run hotels in the UK, and with over 260 properties, each has its own unique personality and story to tell. With research showing that one in five Brits chooses independent businesses more than they did a year ago*, Best Western is set to launch Independents Week (14 -20 November), a social media campaign highlighting all that's brilliant about independent hospitality businesses.

To reward guests that celebrate all things independent, Independents Week will also coincide with the launch of Best Western's Winter Campaign on Tuesday 15th November, during which guests will be invited to enjoy the brilliantly different aspects of each of the hotels with between 30% and 50% off stays from 1st December to 31st March 2017.

Throughout the week, Best Western will highlight 70 of the best stories across the collection, tying in with Best Western's 70th anniversary.

Prices will start from £45 (50% off, was £90), with discounted stays available at brilliantly different hotels like the [Best Western Premier Collection Moor Hall Hotel & Spa](#), which is home to a sunken garden believed to have been designed and built more than 500 years ago as a bear pit.

Located adjacent to Crewe Railway Station, the [Best Western Crewe Arms Hotel](#) was the world's first ever railway hotel. Queen Victoria and her family stayed at the hotel on travels between London and Scotland for their annual summer holidays. A special royal tunnel was even built on-site so that the Queen could avoid the townspeople. During the Winter Campaign, prices start from just £26.55 per night (was £53.10, 50% off).

Another unique hotel in the collection is the [Best Western Kinloch Hotel](#) on the Isle of Arran, the hotel is heated by one of Scotland's first biomass generators and has Arran's first electric car charging point and solar panels. Prices for an eco-friendly stay start from £42.50 (50% off, was £85).

Best Western Great Britain's CEO, Rob Payne comments;

"What makes Best Western stand out is that each and every hotel is able, and in fact encouraged, to keep its individuality and personality, giving us a collection of unique properties within the portfolio of brands - some of our members have been operating as independent family-run businesses for over 40 years! Research by local councils has shown that for every £10 spent in an independent business, £25 is generated for the local economy, compared to £14 spent in multinationals and we're proud to be part of that: Independents Week is an opportunity to champion and celebrate independent hotels and businesses throughout Great Britain."

Offer available to Best Western Rewards Members (free to sign up), for more information, visit www.bestwestern.co.uk/winter or call 0844 387 6310.

*Research conducted by The Leadership Factor on behalf of myHermes

-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

Full T&C apply and can be found on the website www.bestwestern.co.uk/winter. All rates featured in this release were correct as of 7.11.16.