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Best Western Plus London Wembley Hotel joins the Best Western Great Britain portfolio

Best Western Plus London Wembley Hotel has become a member of Best Western Great Britain, the largest portfolio of independent and family-run hotels in the country.

With 81 bedrooms, rising to 181 upon completion, Best Western Plus London Wembley Hotel adds to Best Western's impressive collection and takes its total number of properties to 258. 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, Best Western Premier and BW Premier Collection, with an increasing number of four-star properties represented in the collection.

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

"We're thrilled to welcome our newest member Best Western Plus London Wembley Hotel into the Best Western brand, the largest collection of proudly independent hotels in GB. The venue is superbly placed for business travellers and leisure guests alike, and with such a central location we are sure our customers will love this property. The Best Western Plus London Wembley Hotel is the third property owned by London Hotel Group to join the Best Western brand, which includes Best Western London Peckham Hotel and Best Western Plus London Croydon Aparthotel."

More about the hotel

Best Western Plus London Wembley Hotel is a brand-new hotel currently comprising of 81 bedrooms, which will increase to 181 bedrooms upon completion. Catering for the hundreds of thousands of leisure visitors and sporting fans who visit Wembley each year, the property will have a sports and entertainment theme - a nod to the nearby Wembley Stadium and the SSE Wembley Arena. Conveniently located between two tube and mainline rail stations, the hotel also provides an ideal base for visiting the capitals countless must-see sights. **The hotel features the onsite Pizzapolli Restaurant** which showcases authentic traditional techniques with high-quality ingredients cooked in a wood-fired pizza oven.

Double rooms at Best Western Plus London Wembley Hotel are available to book from £79.00.

-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