

9 May 2017

Best Western Great Britain offers free 'Breakfast On Us'

Book now to receive breakfast included with summer stays

Best Western Great Britain is getting its guests ready for a summer filled with adventures with free breakfasts, to mark the launch of its summer campaign, Your Summer, Your Way. Guests will receive free breakfasts with all bookings made between May 10 -June 4, for overnight stays at member hotels all summer long until 1 October.

Best Western Great Britain's independent hotels have plenty of experience in cooking up hearty breakfasts, with annual orders for popular breakfast food items stretching into the millions. An average of 7,529,280 bacon rashers are served every year at Best Western's 255 properties across the UK, which have a combined total of 14,720 bedrooms.

In addition, 7,985,600 eggs are scrambled, fried, boiled and whisked into omelettes and 3,753,600 sausages are cooked every year. And we're not just talking any old sausages. Best Western Oaklands Hall Hotel in Grimsby sources its Lincolnshire pork sausages from a local butcher, which uses an original family recipe dating back to 1810.

During the week, business travellers tend to stick to two courses, but at the weekend, hotels report that guests are more likely to indulge in a three-course breakfast, starting with cereals and yoghurts, progressing to the full English, and finishing up with pastries and toast.

Eggs and bacon may be a firm favourite, but across the Best Western portfolio, there are plenty of brilliantly different dishes to tempt breakfast lovers. Kippers may have fallen out of fashion as a breakfast staple but they haven't disappeared off the menu entirely, with the Best Western The Grange Hotel Osborne in West Dorset revealing it serves at least 1,000 kippers every year.

Ten Hill Place Hotel, a BW Premier Collection hotel in Edinburgh, serves both black and white pudding. And for those who like an added kick to breakfast, Ambleside Salutation, a BW Premier Collection hotel in the Lake District, serves cooked porridge with the option of asking whisky.

Customers taking advantage of the Breakfast On Us will benefit from deals such as bed and breakfast at the Best Western Glasgow South Eglinton Arms Hotel for £72.68* and Best Western Ribble Valley Langho Mytton Fold Hotel & Golf Club for £84.65*.

Breakfast On Us marks the start of the summer of offers from Best Western, helping their guests to explore more of Great Britain this summer. The next booking offer launches in June, when customers will be able to book two nights, with one dinner included. The final offer will see winter start in July where early bird saving rates will be revealed.

-ENDS-

For media enquiries contact the team at bestwestern@brightergroup.com

Editors' notes:

****Best Western Breakfast On Us Rate Terms & Conditions**

The **Breakfast On Us Rate** is full prepay, non-refundable and non-cancellable and is 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 or call centre. All Best Western hotels are independently owned and managed and as such availability of the **Breakfast On Us Rate** will vary from hotel to hotel and some hotels may not participate in the promotion. The **Breakfast On Us Rate** is available at participating Best Western hotels on selected dates for stays between 10 May 2017 and 1 October 2017. Stays on the Breakfast On Us Rate must be booked by 4 June 2017. The number of rooms available at any hotel on the **Breakfast On Us Rate** may be limited.

Customers are advised to check availability of the **Breakfast On Us Rate** at their chosen hotel online by visiting www.bestwestern.co.uk/summer or by calling 0844 387 6490. For full **Breakfast On Us Rate** terms and conditions, visit www.bestwestern.co.uk/summer.

About Best Western Great Britain

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