

17 July 2017

Best Western Great Britain re-launches 'Breakfast on Us' after giving away 12,674 breakfasts this summer

Best Western Great Britain has revitalised its 'Breakfast on Us' promotion following its huge success earlier this summer, where 12,674 breakfasts were given away to guests who booked an overnight stay at member hotels during the offer period.

Guests can again take advantage of a free breakfast when using the Breakfast On Us Rate, on bookings made between 17 July – 6 August, for overnight stays at member hotels until 1 October 2017.

Best Western Great Britain has a portfolio of more than 250 independent hotels across the UK, so they have plenty of experience in cooking up a storm for the most important meal of the day. The staples of any British breakfast - eggs and bacon - are always a hit, with almost 8 million eggs and 7.5 million rashers of bacon making their way onto guests' plates every year.

Customers taking advantage of the latest Breakfast On Us promotion will benefit from deals such as bed and breakfast at the Winchester Royal Hotel, BW Premier Collection for £71.87*, where The Garden Restaurant boasts a fine reputation for superb locally sourced food, based on a stay for two people including breakfast on the Breakfast On Us Rate on Sunday 6 August 2017.

<https://www.bestwestern.co.uk/hotels/winchester-royal-hotel-bw-premier-collection-84202>

For breakfast with a twist, tuck in to the kippers or haddock and kedgerree available at Bank House Hotel, Spa & Golf, BW Premier Collection. Just a stone's throw away from the Cotswold countryside and the Malvern Hills, this hotel is in the perfect location for guests to get away from it all. Double rooms at Bank House Hotel, Spa & Golf, BW Premier Collection start from £108.59* based on a stay for two people including breakfast on the Breakfast On Us Rate on Friday 11 August 2017.

<https://www.bestwestern.co.uk/hotels/bank-house-hotel-spa-golf-bw-premier-collection-83994/>

Alternatively, for a healthy kick-start to the day Ten Hill Place Hotel, BW Premier Collection in Edinburgh grills and bakes most of its hot breakfasts, offering speciality items such as smoked trout and white pudding. Double rooms at Ten Hill Place Hotel, BW Premier Collection start from £115.43* based on a stay for two people including breakfast on the Breakfast On Us Rate on Sunday 30 July 2017.

<https://www.bestwestern.co.uk/hotels/ten-hill-place-hotel-bw-premier-collection-84207>

Meanwhile, in Grimsby, Best Western Oaklands Hall Hotel sources most of its food locally, including ingredients from its own garden. At breakfast, try the Lincolnshire pork sausages

from a local butcher, which uses an original family recipe dating back to 1810. Double rooms at Best Western Oaklands Hall Hotel start from £54.65* based on a stay for two people including breakfast on the Breakfast On Us Rate on Friday 4 August 2017.

<https://www.bestwestern.co.uk/hotels/best-western-oaklands-hall-hotel-83943>

Breakfast On Us is part of an over-arching campaign from Best Western, called Your Summer, Your Way, which has also included special rates for two night stays with one dinner included. The final offer will see winter come early this August, with special saving rates revealed.

-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

*The hotels featured are showing a price based on two people sharing a room on the **Breakfast On Us Rate** and are correct as of **11am, 17 July 2017**. The Breakfast On Us Rate is available at participating Best Western hotels on selected dates for stays between 17 July 2017 and 1 October 2017. Bookings on the Breakfast On Us Rate must be made by 6 August 2017. Bookings must be made at least three days ahead of stay date. 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 discount is applied to each hotel's Saver Prepaid Room Only Rewards Rate which may fluctuate or be limited during key holiday periods and may be subject to mid-week or weekend stays. Hotels may review and change their Saver Prepaid Room Only Rewards Rate on a daily basis, affecting the price and availability of the Breakfast On Us Rate. 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.