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First new sign launched at Best Western Plus Pinewood on Wilmslow



On 4th October 2016 Best Western Hotels & Resorts unveiled the first of its new signs at Best Western Plus Pinewood on Wilmslow. Strategically located in the heart of the UK, just south of Manchester, Best Western Plus Pinewood on Wilmslow has been selected as the launch hotel for the new signage featuring Best Western's contemporary new logo because of its excellent location and popularity with business and leisure guests.

By the end of 2017 the signage update will come into effect across all of the group's 4,100 properties, located in more than 100 countries, including the 267 in Great Britain.

Today's unveiling marks a new era for the hotel group as it retires its familiar and recognisable logo of over 20 years. Best Western Great Britain's MD, Les Asplen said;

"Over the last few years the Best Western brand has undergone an evolution with bold new identities for its existing brands and the addition of exciting new propositions. We're delighted to launch the first new signage at Best Western Plus Pinewood on Wilmslow, a great ambassador hotel for us. Best Western has never been more appealing - more guests than ever before are recommending us and more hotels and investors are enquiring about joining our brands. It's an exciting time to be part of Best Western GB, the proud home of the largest collection of independent hotels in the country."

The four star Best Western Plus Pinewood on Wilmslow is situated four miles away from Manchester Airport, just ten miles away from Manchester City Centre, whilst close to Cheshire's many attractions including Tatton Park. The hotel boasts a landscaped garden, a restaurant offering fresh, seasonal dishes with an AA Rosette and a modern lounge bar.

-ENDS-

For more information please contact Sophie Kelk, Laoise Collins or Miranda Harle at bestwestern@brightergroup.com or call 020 7326 9880.

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

Prices start from £65 for a double room.

For more information please visit <https://www.bestwestern.co.uk/hotels/best-western-plus-pinewood-on-wilmslow-83933>.