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The Lincoln Hotel is Europe's first Sure Hotel Collection by Best Western

The Lincoln Hotel is the first hotel in Europe to go live in the new Sure Hotels by Best Western brand. With 71 bedrooms, The Lincoln Hotel joins the soft-branded Sure Hotels Collection which provides guests with the certainty of global brand support combined with the local, personal expertise of an independent hotel.

The Lincoln Hotel caters for both leisure and business guests and is conveniently located five minutes' walk away from Lincoln city centre. The hotel features a fitness centre and has its own on-site restaurant, The Green Room, which overlooks Lincoln Cathedral and offers dining experiences complete with locally sourced produce. Guests can also unwind with an evening tittle in Bar 67 after a day of exploring the city. Local attractions include Lincoln Castle, the historic Bailgate and various museums and galleries.

Stephen Marriott, general manager of the Lincoln Hotel, said: "It's great to be the first property in Europe to go live in the Sure Hotels by Best Western brand. We joined because it offers us access to the power of the Best Western brand which we are familiar with, along with the flexibility to have our own local branding. It's the perfect fit for us and I'm sure it will be the perfect fit for many other owners too."

Les Asplen, managing director of Best Western Great Britain, said: "We're thrilled to welcome The Lincoln Hotel as our newest associate member. We are getting a lot of interest in Sure Hotels by Best Western from range of brilliantly different independent hotels in Great Britain interested in benefitting from being part of a global brand that allows local flexibility."

The Lincoln Hotel launch is part of Best Western's busiest year for hotel recruitment and activation. The largest collection of independent hotels in Great Britain is beginning 2018 with a pipeline of 30 hotels awaiting activation.

Sure Hotels by Best Western has three options for hotel owners and investors - economy, midscale and soft branded - like The Lincoln. The brands will be bookable by the existing Best Western GDS code, TMCs and guests can be assured that Best Western quality standards will apply to the new Sure hotels and all bookings will benefit from being part of the Best Western Rewards scheme and part of Best Western preferred agent agreements.

Double rooms at The Lincoln Hotel are available to book from £99.00 per room.

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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