

Date: 6 March 2018

## **BEST WESTERN GREAT BRITAIN ADDS THREE NEW HOTELS TO ITS PORTFOLIO**

Following a record-breaking 2017, Best Western Great Britain has been busy in March with three new hotel activations boosting its collection of over 250 independently owned properties.

Best Western Great Britain saw a record number of hotel activations in 2017 with a 110% increase in properties joining year on year. That momentum has continued in 2018 with additions and interest particularly in its new soft brands, Sure Hotel Collection which sits in upper economy and BW Signature Collection which sits in upper midscale.

Joining the Sure Hotel Collection are Risley Hall Hotel in Derbyshire and Hotel Collingwood in the seaside town of Bournemouth, while the Cheltenham Regency Hotel joins the hard-branded Best Western Plus collection of properties.

Risley Hall Hotel, Sure Hotel Collection by Best Western, is a stunning Grade Two listed building, which sits among acres of its own gardens and has a unique heritage as a Saxon Manor, with a history of hospitality dating back to the 11<sup>th</sup> Century. The property also has 35 bedrooms and a conference capacity of 110 in a 16<sup>th</sup>-Century Baronial Hall, which is also perfect for weddings.

Hotel Collingwood, Sure Hotel Collection by Best Western, is a stunning modern building located a mere stone's throw away from the famous Bournemouth beach, recently voted Britain's best. The family run establishment has 53 individually-styled en-suite bedrooms and a luxurious array of leisure facilities, including a whirlpool spa and heated indoor pool.

Best Western Plus Cheltenham Regency Hotel, situated close to the centre of Cheltenham and on the doorstep of the Cotswolds, offers prime accommodation for leisure and business travelers alike. With outstanding attention to detail and a high standard of service, the hotel provides 47 bedrooms, as well as a conference suite with capacity for 40 people.

Les Asplen, Managing Director at Best Western Great Britain, said: "Our soft branded options are attracting a lot of attention from owners and investors right now. With BW Premier Collection, BW Signature Collection and Sure Hotel Collection we have solutions for every market segment and share of wallet and with 11 brands in total now, it means we can mean more to more people.

"We are excited to see our membership momentum continue into 2018 and predict a big year ahead as we welcome more hotels to the new, bigger, better Best Western."

To plan your trip to one of these hotels, visit the Best Western website:

<http://www.bestwestern.co.uk/>

- ENDS -

For media enquiries please contact [bestwestern@jaywingpr.com](mailto:bestwestern@jaywingpr.com)

<sup>1</sup> <http://www.bbc.co.uk/news/uk-england-dorset-43140528>

## **About Best Western GB**

Best Western is a brilliantly different collection of independent hotels proudly giving a personal welcome to guests for over 70 years. With over 250 distinctive hotels in Great Britain alone, there is more to explore with Best Western.

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](http://www.bestwestern.co.uk/company/best-western-media-centre)