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Strong Finish for Best Western Great Britain in 2017

Market uncertainty caused by Brexit has helped Best Western Great Britain post a record year for number of hotel applications and activations.

The membership organisation for independent hotels has seen a 110% increase in hotels joining year on year including the first additions to its newest brand Sure Hotels by Best Western which has economy, midscale and soft brand options.

Les Asplen, managing director of Best Western Great Britain, said: “The last 12 months have been brilliantly busy for us. We realised 18 months ago that the market uncertainty was increasing interest in Best Western so we restructured our teams to handle the enquiries and that interest has converted into active members and a significant pipeline of new properties for launch in 2018.

“In times of uncertainty, independent hotels of all ratings want a structure that allows them to keep their independence but benefit from the security of working with a global brand. Best Western has always offered that but because we have changed for the better in the last three years - launching new brands, increasing quality and services and responding to our guests needs - right now, we are probably in our strongest ever brand position and that is being reflected in our recruitment numbers.”

The first hotel to join the new Sure Hotels brand is the city centre based Lincoln Hotel in which sits in the new soft brand, Sure Hotel Collection by Best Western.

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 added: “Since widening our appeal to 10 brands Best Western now has an option for every hotel and every guest. We already have 30 hotels in the pipeline for activation across our existing brands in 2018 and are quietly confident with current interest generated by Sure Hotels by Best Western that we will be reporting back-to-back record years as we continue to strengthen in the next 12 months.”

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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