

18 April 2017

Best Western Great Britain launches new magazine

Twice-yearly publication will share the best of British travel stories

Best Western Great Britain has launched a new consumer lifestyle publication, *Postcard*, in both print and online formats. Copies of the print magazine will be distributed throughout its member hotels and all stories will be available digitally on the newly created story hub www.bestwestern.co.uk/postcard.

Postcard will feature stories about the different experiences on offer for guests in and around Best Western Great Britain hotels, helping them to discover more of Britain and more about the properties and people that make up the Best Western collection.. The print magazine is supported by a digital story hub on the [Best Western Great Britain website](#), which continues the theme. Each feature is accompanied by listings for Best Western hotels in the relevant area, giving guests the tools to plan their visit and inspire future bookings.

Editor Andrew Denton said: “*Postcard* is designed to inspire guests and travellers to discover more of Great Britain, and to share and celebrate our hotels stories too. Best Western as a brand has changed considerably in the last three years and *Postcard* reflects the new confidence we have in who we are and the stories we have to tell.

“I am immensely proud of our first edition. It’s been a privilege to work with some of the best British nature and travel writers and to showcase some of our great properties to them too. Our collection of brilliantly different, independent hotels are woven into the fabric and sometimes the folklore of Great Britain - we want guests to discover more of the new Best Western and more of Great Britain through the stories we share in *Postcard*, both in print and online.”

Production partners Untold Agency worked with Best Western to bring *Postcard* to life in print. Director Rob Cowen said: “Best Western is an iconic brand with a diverse portfolio of fascinating properties in many of Britain’s most stunning landscapes and destinations. *Postcard* is designed to share the experiences of these places, as well as weaving in the brand’s own narratives.

“Untold is a content and storytelling agency built on a network of award-winning writers and journalists, meaning quality stories always come first for us. *Postcard*’s look and feel is built around putting the stories centre stage, taking its cue from the thriving independent magazine scene while reflecting a classic travel journal.

“Eye-catching and engaging, it invites guests to pick it up, flick through and be drawn in, rewarding them with a truly useful, engaging and inspiring read.”

Postcard will be published twice a year, one issue with a spring / summer focus and the other with an autumn / winter focus.

The launch issue (Spring / Summer 2017) includes the following features:

- Exploring the spectacular North Norfolk Coast
- A foodie's day out in Peckham, with suggestions of where and what to eat
- How to walk the Hadrian's Wall, with directions for a 7.4 mile circuit
- Six distilleries at the forefront of the British gin boom
- 24-hours in Cambridge
- Osprey spotting in Whinlatter Forest in the Lake District
- Discover more of Best Western - an interview with the husband and wife team who own and run the Best Western The Grange at Osborne, a 200-year-old-country house hotel and family business
- Holiday Replay – guests share some of their favourite British holiday memories

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For media enquiries contact Hannah Reed or Alyse Edwards at bestwestern@brightergroup.com

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