

29 August 2017

Bank holiday blues? Last chance to snap up Best Western's Winter Early Bird rate

We may not have another bank holiday now before Christmas but that doesn't mean you can't treat yourself to a long weekend away. Cheer yourself up by booking a mini break, taking advantage of Best Western Great Britain's Early Bird Winter savings. It's just the tonic to help boost the spirits as the winter nights start drawing in. Best Western's enticing rates are available to book until Sunday 3 September, with prices as low as £51.80 for a night away between October 2017 and March 2018.

This flash sale is the final part of Best Western Great Britain's 2017 Your Summer Your Way Campaign, which began with 'Breakfast On Us' and also featured a 'Your Dinner Your Way' two-night offer.

Sarah Fussey, Best Western Great Britain Director of Marketing, says: "The impact of our Your Summer Your Way campaign has been phenomenal to see, with thousands of returning and new customers taking advantage of a series of offers to experience our 250+ brilliantly different properties located all around the country. We know from our recent national survey that families are favouring the UK this summer, with 64% of Brits choosing a domestic holiday over a holiday abroad. Now we're turning our attention to winter, offering one last chance to book a bargain break between October 2017 and March 2018 with our Winter Early Bird rates, which are on offer until September 3."

Here is a selection Winter Early Bird offers that are available to book:

Best Western Hotel Royale, Bournemouth

Perched on a clifftop, with a sheltered garden and an indoor swimming pool, this hotel is five minutes from Bournemouth town centre. Prices start from £51.80* at Best Western Hotel Royale based on a stay for two people including breakfast on the Winter Early Bird Rate on 29 October 2017.

<https://www.bestwestern.co.uk/hotels/best-western-hotel-royale-83884>

Best Western Boltons Hotel London Kensington

Earls Court tube station is just 100 yards away from this comfortable hotel in a convenient London location. Prices start from £83.30* at Best Western Boltons Hotel based on a stay for two people including breakfast on the Winter Early Bird Rate on 15 October 2017.

<https://www.bestwestern.co.uk/hotels/best-western-boltons-hotel-london-kensington-83897>

Best Western Edinburgh South Braid Hills Hotel

A traditional Edinburgh hotel that sits on a main bus route into the city centre and commands breath-taking views of Edinburgh Castle, Arthur's Seat and the Firth of Forth. Prices start from £70.70* at Best Western Edinburgh South Braid Hills Hotel based on a stay for two people including breakfast on the Winter Early Bird Rate on 22 October 2017.

<https://www.bestwestern.co.uk/hotels/best-western-braid-hills-hotel-83463>

Best Western Manchester Bury Bolholt Country Park Hotel

One of the most tranquil places to stay near Manchester, this hotel is a mile from Bury and enjoys 50 acres of lakeside gardens and parkland. Prices start from £57.40* at Best Western Manchester Bury Bolholt Country Park Hotel based on a stay for two people including breakfast on the Winter Early Bird Rate on 22 October 2017.

<https://www.bestwestern.co.uk/hotels/best-western-bolholt-country-park-hotel-83810>

Best Western Plus Mosborough Hall Hotel, Sheffield

A 12th century manor house in a quiet village on the edge of the Peak District, this large property combines stately charm and modern luxuries. Prices start from £51.80* at Best Western Plus Mosborough Hall Hotel based on a stay for two people including breakfast on the Winter Early Bird Rate on 22 October 2017.

<https://www.bestwestern.co.uk/hotels/best-western-plus-mosborough-hall-hotel-83732>

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For media enquiries contact bestwestern@brightergroup.com

Editors' notes:

***Best Western Winter Flash Sale Terms & Conditions:**

*The hotels featured are showing a price based on two people sharing a twin or double room on the **Winter Early Bird Rate** on a bed and breakfast basis. The prices are correct as of **2pm, 25 August 2017**. The rate is full prepay, non-refundable and non-cancellable and is exclusively for Best Western Rewards Members. To benefit from the offer, non-members can join for free during the booking process via the Best Western website or call centre. The Winter Early Bird Rate is only available at participating hotels on selected dates for stays between 2nd October 2017 and 31st March 2018 and is subject to availability. Bookings on the Winter Early Bird Rate must be made by 3rd September 2017. The level of discount may vary from hotel to hotel, by mid-week to weekend and from month to month. For full terms & conditions please visit: www.bestwestern.co.uk/winterearlybird or call 0844 387 6490.

About Best Western:

Best Western GB represents the largest collection of independently owned and family run hotels in Great Britain, with more than 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