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BEST WESTERN BOOSTS LONDON PORTFOLIO WITH ACTIVATION OF QUEENSWAY HOTEL, SURE HOTEL COLLECTION BY BEST WESTERN

A little over a month since it's last London hotel activation with the Best Western Buckingham Palace Road hotel, Best Western GB has announced the arrival of the Queensway Hotel, the first London based hotel to be part of its Sure Hotel Collection brand, to its growing portfolio of over 260 independent hotels.

The listed Victorian property is situated on a beautiful tree-lined road, a stone's throw from Hyde Park, and a three-minute walk to Paddington Station, making it ideal for business and leisure travellers alike.

This comfortable and affordable hotel in the heart of London is the 21st hotel in London for Best Western GB, and it's 21st Sure Collection property, a soft mid-scale brand that offers quality, value and high efficiency; ideal for guests who like to travel simple, relaxed and casual.

With 42 bedrooms to suit the needs of every traveller, the Queensway Hotel is the perfect base for those in London to see the sights, shop, party or work.

Upon joining the Best Western Great Britain brand, the hotel gains access to a range of tools and expertise to help drive tourism to the local area, as well as the support of global partnerships, sales teams, rewards platform, and state-of-art technologies, helping to maximise revenue, reduce operating costs and enable the hotel to remain proudly independently operated.

Tarek El Kalza, Managing Owner said: "We are really proud to join the Best Western brand portfolio. As an independent hotel operating in London, we value the support that being part of a global brand can bring to us to help us better compete in our market. The Best Western partnership has got off to a great start, and we're really confident that it will boost our business performance too."

Rob Paterson, CEO at Best Western Great Britain, added: "We're really pleased to welcome Queensway Hotel, Sure Hotel Collection to our growing portfolio of properties, and it has been a pleasure working with their team. We are really encouraged by our growth, not just in London, but the whole of GB for 2019 so far. Best Western now has brands to suit every guest, from economy to luxury, across over 260 locations in Great Britain. We look forward to working in partnership with the team at the hotel to showcase and celebrate their hotel both locally and globally."

To find out more about The Queensway Hotel, Sure Hotel Collection by Best Western, or to book a room, visit: <https://www.bestwestern.co.uk/hotels/queensway-hotel-sure-hotel-collection-by-best-western-84273>

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Pic caption: Tarek El Kalza, Managing Owner and Luis Kader, General Manager.

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 260 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