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NEWCASTLE HOTEL JOINS BEST WESTERN UNDER SURE HOTEL COLLECTION BRAND

Best Western Great Britain has announced the arrival of the Sure Hotel by Best Western Newcastle, formerly known as the Ryokan Hotel, to its growing collection of independent hotels in Great Britain.

Located just minutes away from Newcastle United football ground, St James Park, as well as the city centre, it's perfect for a weekend away for every traveller. Also on site is the award-winning Punjabi restaurant Luigikhans, famous for its naans and warmest north east welcome. The hotel is embarking on an impressive refurbishment plan for this year, which will see bedrooms and public areas transformed.

Rob Paterson, CEO at Best Western Great Britain, added: "We're delighted to welcome Sure Hotel by Best Western Newcastle to our brilliantly different collection of hotels. Best Western members are investing for the future and changing for the better and our new Sure Hotel by Best Western brand is an example of how we are delivering more to our guests. We look forward to working in partnership with the team at the hotel to showcase and celebrate their hotel both locally and globally."

Best Western Great Britain's members have invested over £210m since 2015 improving properties and guest experiences. In 2018, 25 new hotels joined the membership collection, representing Best Western Great Britain's best year of recruitment in over a decade.

To find out more about Sure Hotel by Best Western Newcastle, or to book a room, visit: <https://www.bestwestern.co.uk/hotels/sure-hotel-by-best-western-newcastle-84269>

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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