

April 26<sup>th</sup> 2019

## **300 YEAR OLD CUMBRIAN HOTEL JOINS BEST WESTERN SURE HOTEL COLLECTION.**

Best Western Great Britain has announced the arrival of The George Hotel, Sure Hotel Collection by Best Western to its growing portfolio of over 260 independent hotels. Located in Penrith, a stones throw away from the beautiful Lake District National Park.

Situated in the market town of Penrith, the hotel is perfectly situated to explore the Lake District's natural beauty spots, or a great stop off for guests travelling up to Scotland via the M6. Enter through The George Hotel's revolving doors to experience tradition and quality in the warm and welcoming atmosphere of a gentler time. The nostalgic wood panelling, old oak beams, antique furniture and old local prints, makes this hotel a treasure to be found.

Upon joining the Best Western Great Britain brand, The George Hotel, Sure Hotel Collection by Best Western, has access to a range of tools and expertise to support in driving tourism to the local area.

Rob Paterson, CEO at Best Western Great Britain, added: "We're delighted to welcome The George Hotel, Sure Hotel Collection by Best Western 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."

To find out more about The George Hotel, Sure Hotel Collection by Best Western, or to book a room, visit: <https://www.bestwestern.co.uk/hotels/the-george-hotel-sure-hotel-collection-by-best-western-84266>

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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](http://www.bestwestern.co.uk/company/best-western-media-centre)