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New Best Western Hotel The K Munich opens in April

Best Western Hotels Central Europe expands with a new-built hotel in Bavaria in Germany: The Best Western Hotel The K Munich welcomes in April its first guests in Unterfoehring near to Munich.

Unterfoehring/Munich, 23rd March 2016. In April the new Best Western Hotel The K Munich in Unterfoehring near Munich (Bavaria) will open its doors. After a construction time of one and a half year, the modern hotel will offer 131 guest rooms. The three-star hotel provides the "Kraftwerk 7" roof top bar in the top floor, a meeting room and a fitness area. With an urban chic design and look the new Best Western hotel The K Munich presents a modern interior with material mix including wood elements in contrast to traditional Bavarian style.

Centrally located in the business and media park Unterfoehring with a favourable traffic connection to the heart of Munich, the hotel provides a perfect setting for both business and leisure travellers. And the hotel's facilities also offer the best of both worlds with complimentary Wi-Fi, tea- and coffee-station, Pay-TV und flatscreens. Owned and operated by the family Lechner, it will offer breakfast and a limited menu.

"Best Western Hotel The K Munich will be an excellent addition to our portfolio, bringing modern midscale comfort to one of the most important media locations in Germany. It strengthens our presence in such an attractive location in close vicinity to the Bavarian capital of Munich", said Marcus Smola, CEO Best Western Hotels Central Europe.

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About Best Western Hotels & Resorts:

Best Western® Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of 4,100 hotels in more than 100* countries and territories worldwide. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, BW Premier Collection® and GL SM. Now celebrating 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and online and mobile booking capabilities. More than 26 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. The brand's partnerships with AAA/CAA, Minor League Baseball, and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Best Western continues to set industry records regarding awards and accolades, including Business Travel News naming Best Western as the best midscale hotel brand in 2014 and Best Western Plus as the best upper mid-price hotel brand in 2014 and 2015, four consecutive Compuware Best of the Web gold awards for best hotel website, and seven consecutive AAA/CAA Hotel Partner of the Year awards. Nearly sixty percent of Best Western branded hotels earned a TripAdvisor*

Certificate of Excellence award in 2015.

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

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