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## Best Western to Debut in Tropical Krabi

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**Bangkok – December 16 2016.** Best Western® Hotels & Resorts' Asian expansion strategy reached another major milestone this week, when the company secured its first ever property in Krabi - one of the region's most sought-after beach resort destinations.

Home to many of Thailand's most iconic natural wonders, such as the famous cliffs of Railay Bay and "The Beach", made famous by the Leonardo di Caprio movie, Krabi is one of the country's top tourist hotspots. And guests will soon be able to experience this enchanting destination from the comfort of a Best Western hotel. The Hula Hula Resort & Spa, which is nestled in the heart of Ao Nang, Krabi's main tourist area, will be rebranded as the Best Western Hula Hula Ao Nang Resort in December 2016.

The resort offers a total of 76 rooms, all of which are modern, bright and spacious and come equipped with the latest amenities including complimentary Wi-Fi. All guests can enjoy sea-view of the pool or garden from a private balcony or terrace, and some rooms even have the luxury of direct access to the resort's lagoon-style swimming pool. The new resort will also feature a selection of dining options, including an authentic Thai restaurant, while leisure facilities include a bar, an outdoor pool and sunbathing terrace, spa and massage services, and a fitness club. Finally, Best Western Hula Hula Ao Nang Resort will be able to host business and social events in its function room which can accommodate up to 150 people.

"With its spectacular scenery and wealth of natural assets, Krabi has always been one of Asia's premier tourist destinations," said Olivier Berrivin, Best Western's Managing Director of International Operations for Asia. "Best Western had been seeking an opportunity in this desirable destination and we are delighted to have found such a high-quality resort in the heart of Ao Nang. Guests will love the open, tropical nature of Best Western Hula Hula Ao Nang Resort, and how easily accessible it is to the area's main tourist attractions. I am confident this resort will become an excellent addition to our growing Asian portfolio," Mr Berrivin added.

The agreement also forms part of a major expansion strategy for Best Western in Thailand; earlier this year it penned a landmark deal for three hotels in the popular destinations of Pattaya and Hua Hin, comprising more than 4,000 rooms, and this month Best Western unveiled plans to launch a new flagship property in Bangkok - Best Western Premier Montien Riverside Hotel. In addition, the group will introduce its trendy V&A concept to Bangkok in the coming years. These hotels are in addition to Best Western's existing collection of hotels and resorts in Thailand, covering Bangkok, Phuket and Buriram.

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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®, V&A®, 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 27 million travellers 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 travellers 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 2016.

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

**For further information please contact:**

**Best Western Hotels Central Europe GmbH**

*Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxembourg | Slovakia | Slovenia | Switzerland*

Anke Cimal, Director of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Email: [anke.cimal@bestwestern.de](mailto:anke.cimal@bestwestern.de)

Websites [www.bestwestern.de](http://www.bestwestern.de), [www.bestwestern.de/presse](http://www.bestwestern.de/presse)