

Best Western Holiday Hotels in the Alps

Vacation in the mountains: As one of the largest holiday hotel providers in the Alps region of Central Europe, Best Western Hotels & Resorts offers outstanding accommodation in areas ranging from the Julian Alps to the Jura mountains in French-speaking Switzerland. Numerous Best Western hotels invite both active, athletic vacationers and those looking for a relaxed stay to enjoy the European mountain landscape to its fullest in every season. Whether travelers are interested in family, wellness, or hiking vacations – brand hotels enchant guests with their unique character and their impressive and uniform quality standards.

Eschborn, March 21st 2017. Best Western Hotels Central Europe presents an extensive portfolio of vacation hotels to help travelers discover the magic of the mountains. Whether they choose to go hiking, mountain biking, or swimming in a mountain lake over the summer, or to try skiing, snowboarding, or snowshoeing in the winter – the possibilities are almost endless. The alpine landscape captivates visitors all year long with its fresh mountain air, expansive views of beautiful, majestic peaks, and proximity to nature. The alpine regions in which Best Western is represented stretch from Switzerland, through Germany and Austria, and into the Bled area of Slovenia and the Julian Alps. Best Western hotels are located in the popular alpine towns of Oberstdorf, Garmisch-Partenkirchen, Berchtesgaden/Ramsau, Lucerne, Zermatt, Geneva, Lausanne, Lugano, Kitzbuehel, Salzburg, Innsbruck and Bled.

The Alpine Foothills Region in Germany and the German Alps

The **Best Western Plus Berghotel Rehlegg** is located in **Ramsau**, in Berchtesgadener Land National Park. Picturesque alpine landscapes and unique wellness services guarantee travelers will enjoy a relaxing vacation in this four star Superior Hotel. A generous wellness area 500 square meters in size, complete with the Alm Wies'n spa and swimming pool, is open to guests. Long hikes, mountain bike rides, or Segway tours are a great way to experience Germany's only alpine national park. Berchtesgadener Land is also a highly recommended winter destination for action-packed descents of steep slopes.

The **Best Western Plus Hotel Alpenhof** is located in **Oberstdorf, Allgäu**. As a four star Superior Hotel, it offers 74 rooms and suites with large balconies or patios. Guests can expect not only wide-open views of the mountains and valleys of the Allgäu Alps, but also a panorama restaurant with conservatory and south-facing patio, a hotel bar, and a fireplace lounge and library. The 500-square-meter wellness area offers views of the mountainous landscape and vacation relaxation. Guests can climb the famous Nebelhorn mountain, said to provide a view of "400 peaks." In winter, Oberstdorf offers more than 120 kilometers of ski slopes and cross-country skiing trails.

The **Best Western Hotel Obermühle** is located in **Garmisch-Partenkirchen**, a famous winter sports metropolis known for its healthy climate. The four star hotel is close to the center of town, and has been family owned since 1634. All 85 rooms have a balcony or patio with a gorgeous view of the Bavarian Alps, a view guests can also enjoy from the panorama pool. The Zugspitze is only six kilometers away. Attractions like Linderhof Castle and Ettal Abbey, a Benedictine monastery, invite travelers to get to know the area. After a hike or a day on the slopes, guests can spoil themselves with a culinary treat in two restaurants, then relax in the wellness area. A travel package including a torchlight hike through Partnach Gorge is an unforgettable experience, and is especially popular with guests. The 700 meter long gorge is a must for every visitor.

The **Best Western Premier Bayerischer Hof** is located in **Miesbach**, in the middle of Upper Bavaria. The hotel is nestled in a gorgeous mountain panorama in the alpine foothills, and is in close proximity to the beautiful lakes Tegernsee, Schliersee, and Spitzingsee. Holiday guests are drawn to the four star hotel for the

diverse outdoor activities available in the area. Guests will find a sport and wellness park directly adjacent to the hotel which, at over 5,000 square meters in size, leaves nothing to be desired. Visitors can let off steam while playing squash, tennis, or taking a fitness course – under the supervision of experienced trainers. Yoga and Pilates courses are available to round off an active day, although just relaxing in the generous sauna area is also an excellent choice. Anyone who misses big city life can be in Munich in no time at all – the metropolis is located just 50 kilometers away.

Swiss Mountain Panorama

Best Western offers a comprehensive array of holiday hotels in Switzerland. The region stretches from the alpine foothills, encompassing the area between the Swiss Plateau and the Alps which includes the cities Bern, Lucerne, and Zurich, to the Western Alps, which include the Matterhorn and Lake Geneva.

Visitors can choose from two hotels in **Zurich**, the largest city in Switzerland: **The Best Western Hotel Spigarten is located 15 minutes from the city center of Zurich** in the city's up-and-coming western district. The **Best Western Plus Zuercherhof** is a three star hotel not far from the lakeside Enge area. Guests can enjoy Swiss specialties, such as hearty cheese fondue, in the restaurant. The accommodation is located in the center of Zurich, just a few minutes from the Zurich Main Train Station by foot and close to attractions like the Swiss National Museum, St. Peter's church, and the Grossmuenster. Nowhere else can guests so easily combine a city trip with a natural experience – the area around Zurich stretches across the picturesque Swiss Plateau, between the Alps and Jura on Lake Zurich.

The imposing Matterhorn in the Valais Alps remains a challenge for mountaineers, as well as a popular travel and excursion destination for vacationers in Zermatt. It never loses its fascination – for both locals and guests alike. Vacationers will find just what they're looking for in this car-free vacation town near the “mountain of all mountains” – in every season. Hikers and sightseers can get their money's worth by discovering mountains like the Rothorn, Gornergrat, or the Matterhorn Glacier Paradise, or by taking the Hoernliweg trail to the Schwarzsee-Hoernlihuette (or “Hoernli hut”). Although skiing is a highlight in the town, where wintertime snow is guaranteed, athletic travelers can also choose from a number of other activities – even in the warmer seasons of the year. From climbing and mountain biking to hiking or dirtbike riding – there's something for everyone on the area's active sports program. No matter what travelers choose, two Best Western Hotels in the area, the Best Western Hotel Butterfly and the Best Western Plus Alpen Resort, offer the tips and lodgings they need.

The **Central Swiss vacation region** – with its distinctive backdrop of clear lakes and rivers, green meadows, quiet forests, and massive mountain peaks – is the definition of paradise for many travelers. The **Best Western Hotel Waldegg in Horw** is a particular boutique hotel in **Lucerne**. The central point by the fairground Allmend is a perfect start position for vacation. This traditional hotel from 1871 has been completely renovated and the new hotel was opening in 2013.

Lausanne stands out both for its exposed location on the northern shore of **Lake Geneva**, and for its extensive range of cultural offerings. The unique topography, with more than 700 meters of altitude difference between the city on the lakeshore and the forested peaks of Sauvabelin, is always impressive. The **Best Western Plus Hotel Mirabeau** is located near the city's business district and the main train station. The **Best Western Hôtel Chavannes-de-Bogis** is also on Lake Geneva, between the Jura mountains and the Alps. One highlight of the hotel is its large patio with impressive, panoramic view of Mont Blanc.

The area around Lake Lugano in the Canton of Ticino is one of the most beautiful in Switzerland. The climate is mild and southerly, and Lugano is a sun-drenched town surrounded by three mountains that offer outstanding viewpoints: Monte Brè (925 m) in the east, Monte San Salvatore (912 m) in the west, and the Sighignola (1,314 m) on the opposite lake shore, whose peak “Balcone d'Italia” is located on Italian soil. Guests will enjoy an imposing view on the lakeside promenade of the **Best Western Hotel Bellevue au Lac**. The four star hotel has maintained its tradition of hospitality for over 120 years.

The Austrian Mountain Landscape

The **Best Western Premier Kaiserhof Kitzbuehel** was built around 1900 as a private villa, later expanded and converted into a guest house and hotel, and is today one of the most successful family-run lodgings in the Tirolean Alps. Nestled directly at the foot of the legendary Hahnenkamm, the four star Superior Hotel is one of the top accommodations in Kitzbuehel and offers 73 rooms. With its location directly beside the valley station of the Hahnenkammbahn aerial tramway, and just a few minutes walk away from the city center, the hotel is an ideal starting point for excursions into the Tirolean mountains in either winter or summer. The Best Western Plus Hotel Goldener Adler in Innsbruck draws from its longstanding tradition as a guest house, and has been open since 1390. This makes it one of the oldest hotels in Europe which has been preserved in its historic form. The hotel restaurant, Goldener Adler, serves culinary delights from Tirol and Austria in a historic setting. Innsbruck, sometimes called the capital of the Alps, is the state capital of Tirol. The city has 135,000 inhabitants and is embedded in the mountains of the northern limestone and central Alps.

Slovenia: Jura Alps – An Insider Tip for Summer or Winter

The boutique hotel **Best Western Premier Hotel Lovec** is located in the heart of **Bled**. The hotel blends in harmoniously with its surroundings, proudly carrying on the traditions of a guest house which has been on the same site for more than 100 years. The hotel's architecture was inspired by the local landscape, and provides guests gorgeous views of Lake Bled and the surrounding mountains of the Jura Alps. Bled is an ideal starting point for hikes in the valleys and mountains nearby. Recommended destinations include Vintgar Gorge, Pokljuka Gorge, and the cave below Babji zob.

The following press picture is available for download:

Caption: As one of the largest holiday hotel providers in the Alps region of Central Europe, Best Western offers outstanding accommodation in areas ranging from the Julian Alps to the Jura mountains in French-speaking Switzerland. In the picture: Best Western Plus Berghotel Rehlegg, Ramsau, Germany.

Download PRESS RELEASES and PRESS IMAGES:

www.bestwestern.de/presse

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,200 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. 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®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. About 30 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. More information: www.bestwestern.de and www.bestwestern.com

For further information please contact:

Best Western Hotels Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimbal, Director of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

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

Email: anke.cimbal@bestwestern.de

Websites www.bestwestern.de, www.bestwestern.de/presse