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Best Western Hotels & Resorts Makes Debut in Central Delhi by Opening Two Properties

Best Western Hotels & Resorts, one of the world's leading hotel companies, continues its rapid expansion in India with the addition of two new hotels in New Delhi: Best Western Plus Central and Best Western Pearl.

New Delhi (January 2, 2018) – Best Western Hotels & Resorts, one of the world's leading hotel companies, continues its rapid expansion in India with the addition of two new hotels in New Delhi. They are the first international hotel brand to make inroads into the vibrant neighborhood of Paharganj, which is known to be dominated by a high concentration of affordable hotels, lodges and guest houses ranging from 1-star to 3-star ratings.

Paharganj is located just west of the New Delhi Railway Station and offers easy access to prominent locations in the city such as Connaught Place, Parliament House, India Gate, Pragati Maidan, and other parts of Delhi renowned for business, events and tourism. Hotel business is abuzz year-round with a high footfall of foreign as well as domestic travelers.

As a part of their dynamic development program in India, Sri Lanka, and Bangladesh, which has seen the portfolio growing from 14 hotels to 35 hotels in the last 18 months, Best Western has signed multi-phase agreements with Blue Mango Hotels Pvt. Ltd. for opening the two new hotels in Delhi. Both the hotels are to be managed by Sorrel Hospitality Pvt. Ltd., the Master Licensee of Best Western Hotels & Resorts in the three countries.

"As we continue our journey in taking the reimagined Best Western brand into the future, we are dedicated more than ever to offer the best in hospitality to our guests," said Atul Jain, chief operating officer, Best Western Hotels & Resorts – India, Bangladesh & Sri Lanka.

The pre-opening activities for the newly constructed upper midscale Best Western Plus Central have been initiated with a soft opening slated for January 2018. The midscale Best Western Pearl, which is a conversion hotel, is scheduled to open in September 2018 after renovation. Both the hotels have been designed to meet the needs of business as well as leisure travelers, offering them a welcoming environment and a comfortable stay.

"It gives me immense pleasure and pride to announce our partnership with one of the largest hotel companies in the world having 4,200 hotels in more than 100 countries. Our association with Best Western Hotels & Resorts shall ensure that quality services and experience are provided to our customers, who are mostly foreigners," said Mr. Piyush Nagrath, Director – Blue Mango Hotels. "That our hotel is the first to bring in an international brand shall definitely change the hospitality trend in this location. I am sure more international brands will follow in the near future," he added.

Best Western Plus Central will feature 71 well-appointed rooms, including rooms with a private balcony for large families or small groups, a multi-purpose hall, health club and three F&B outlets. Guests can cool off in the outdoor Jacuzzi, enjoy sumptuous kebabs at the terrace Barbeque that offers a pleasant view of the old city and the distant high rise buildings of Connaught Place, or unwind over a book and coffee at the "Deli Café" and relish the delectable international cuisine in the multi-cuisine restaurant.

Best Western Pearl will have 35 rooms, a fitness center, a small conference room, and one multi-cuisine restaurant connected to a terrace restaurant. A street café will be added to the facilities offered by the hotel soon.

Both the properties will be complemented by an array of modern amenities and facilities, including 24/7 room

service and complimentary breakfast and Wi-Fi to ensure guests experience an exceptional stay at an exceptional value.

The following press pictures are available for download:

Caption: The midscale Best Western Pearl, which is a conversion hotel, is scheduled to open in New Delhi in September 2018 after renovation.

Caption: The pre-opening activities for the newly constructed upper midscale Best Western Plus Central with 71 rooms have been initiated with a soft opening slated for January 2018.

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About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200* hotels in more than 100* countries and territories worldwide. Best Western offers 11 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÅ«b®, GL , Executive Residency by Best Western®, BW Premier Collection®, and BW Signature CollectionSM by Best Western; as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay CollectionSM by Best Western. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 64 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2017, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands, and Best Western receiving seven consecutive Dynatrace® Best of the Web awards for its leading hotel website. Best Western has also won nine consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 58 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 32 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. Best Western's partnerships with AAA/CAA and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Through its partnership with Google® Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

* All Best Western and SureStay-branded hotels are independently owned and operated.

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

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