

Change of Brand: pentahotel Trier Joins Best Western

Best Western is expanding to Trier: On February 1st, the former pentahotel Trier has joined the brand and is now named Best Western Hotel Trier City. The four-star hotel with 127 rooms is located in the centre of the city and aimed at conference guests and leisure travellers. In the course of the brand change the hotel will be renovated this year for around half a million euros.

Trier / Eschborn, February 2nd 2018. Best Western is growing in Trier: The former pentahotel Trier joined the Best Western brand on February 1st and is now operated as Best Western Hotel Trier City. The four-star hotel, which is located next to the event centre Europahalle Trier, has established itself as a conference hotel with a wide range of offers. Due to its central location, only a few minutes' walk from the important Roman sights, the house with 127 rooms is also suitable for leisure travellers and short city trips. This year, half a million euros will be invested in the modernisation of the Best Western Hotel Trier City, which is operated by IFA Betreibergesellschaft Hotel Trier City mbH. Wolfgang Schaefer, Managing Director of the hotel, is looking forward to the new cooperation with the world's largest hotel brand: "We are very happy about changing the brand. Best Western is known worldwide and has a very good reputation in the hotel industry and among travellers. We hope that this cooperation will help us getting known even among international conference and leisure travellers," said Schaefer. The latest addition to the portfolio is also very warmly welcomed at the Best Western Hotels Central Europe headquarters in Eschborn, Germany. "I am delighted that such a modern property with individual charm and a wide range of offers for conference and leisure guests is now part of our group. I am also happy that we are now present in Trier - an important economical and touristic city," says Marcus Smola, CEO of Best Western Hotels Central Europe.

Modern conference hotel with historical surroundings

The Best Western Hotel Trier City offers 127 rooms on five floors, including five suites and five junior suites. The rooms are between 17 and 36 square metres in size. The heart of the house is the spacious, open lounge. A billiard table and game consoles provide relaxation after a conference or a long journey. The bar, which is open 24 hours a day, offers international snacks and main courses, ranging from salads and finger food to steaks, burgers, pizzas and classics such as schnitzel. In addition, a selection of cocktails is served. The hotel also has a fitness room and parking facilities: Directly in front of the building there are 42 parking spaces and a further 140 parking spaces in the Europahalle Trier. The hotel is ideally situated for conferences: A conference area with five seminar rooms can accommodate up to 400 people. The Europahalle Trier, a well-known event centre with four conference rooms for up to 1,200 people, is right next to the hotel. In the course of the brand change to Best Western, extensive renovation work will start in the hotel this year: A total of half a million euros will be invested in the modernisation of all floors and corridors, the refurbishment of the 127 rooms and the new exterior design. The large outdoor terrace will also receive a facelift.

The city of Trier with 115,000 inhabitants is not only an economically strong city: With a history of more than 2,000 years, it is one of the oldest cities in Germany. The Porta Nigra is the city's landmark and the best preserved Roman gate north of the Alps. From the centrally located Best Western Hotel Trier City guests can reach the historical city centre within a few minutes on foot. The third largest city in Rhineland-Palatinate is also located in the centre of the wine region Mosel, a classic Riesling growing area. The wine trail "Weinlehrpfad Trier" with background information on winegrowing starts just a few metres from the hotel.

Press Contact in the hotel:

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The following press picture is available for download:

Caption: The former pentahotel Trier has decided to change the brand: From February 1st on the modern four-star hotel has the new name Best Western Hotel Trier City.

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About Best Western Hotels Central Europe:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of approximately 4,000 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 is a regional office in Vienna, Austria. 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 eleven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, V&A®, GL®, Executive Residency by Best Western®, BW Premier Collection®, and BW Signature CollectionSM by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Plus Hotel by Best Western and Sure Hotel CollectionSM by Best Western.

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. More than 34 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

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