

New Best Western Hotel in Teutoburg Forest

Best Western enters the German spa town of Horn – Bad Meinberg in the Teutoburg Forest: The former Quality Hotel Vital zum Stern has joined the international hotel group on March 1st and changed the name to Best Western Vitalhotel zum Stern. The four-star hotel is operated by RIMC Hotels & Resorts and focuses on health tourism.

Horn – Bad Meinberg, Germany, March 2nd 2018. Brand change in Horn-Bad Meinberg in the Teutoburg Forest in Germany: The Quality Hotel Vital zum Stern and former Choice Hotel has joined Best Western on March 1st. The four-star hotel has taken the new name Best Western Vitalhotel zum Stern. The operator RIMC Hotels & Resorts has chosen the worldwide brand Best Western to benefit from the global marketing and sales activities. Moreover, the hotel can keep its individual character and focus on health tourism. "We wanted to start afresh with a new partner on our side to position ourselves stronger on the national and international market. Especially in the areas of MICE and leisure travel we still see great potential to grow. We have chosen Best Western because the numerous services for the hotel and the guests have fully convinced us", says hotel director Armin Bierkandt who has been in Horn-Bad Meinberg for a year. Before, he ran the Best Western Plus Hotel am Vitalpark in Heilbad Heiligenstadt. Also RIMC Hotels & Resorts has been working together with Best Western for many years: Best Western Plus Hotel Kassel City and Best Western Hotel Timmendorfer Strand are part of the portfolio of Best Western Hotels Central Europe.

At the headquarters of the Best Western Hotels Central Europe GmbH in Eschborn close to Frankfurt the new addition in the Teutoburg Forest is very welcome. "The Best Western Vitalhotel zum Stern is an individual hotel with a long history that complements our portfolio very well. It combines offers for health tourism with good MICE possibilities in a charming landscape", says Marcus Smola, CEO of the Best Western Hotels Central Europe GmbH. "We are very pleased that RIMC Hotels & Resorts has decided to extend our cooperation. Besides the hotels in Kassel and Timmendorf Beach they brought another beautiful hotel in the Teutoburg Forest to our brand", adds Smola.

Holiday meets health in the Teutoburg Forest

The Best Western Vitalhotel zum Stern is located directly at the "Kurpark" of Bad Meinberg. It offers 126 rooms in a historic half-timbered building, divided into the original wing and the newer so-called "Brunnentrakt". The building looks back on a long history of hospitality: Since 1769, spa guests have been welcomed in the former "Trampelsche Haus" with steam baths. In 2009, the RIMC Hotels & Resorts Group took over the operation of the hotel and three years later invested more than 2.4 million euros in the maintenance and modernisation of the hotel. As part of the brand change to Best Western, the rooms and the event area are currently renovated. Under the slogan "Holiday meets Health" many preventive health courses are offered. Among other things, guests have been able to book Nordic walking, yoga and nutrition courses in the hotel since last year. In the wellness area with 200 square metres there is a swimming pool, sauna, steam bath and relaxation room. For seminars and conferences as well as private parties, seven event rooms for up to 300 people are available. The restaurant "MeinBerg" has also been redesigned and offers 80 seats with a view of the historical "Kurpark", which was built in 1770. During the summer months, the terrace is open to enjoy the weather. The restaurant team serves popular German dishes and seasonal specialties. The "Bar & Lounge 1769", which is furnished with dark wood and comfortable sofas, provides the right surrounding for the evening. In addition, there are free parking spaces in the car park right in front of the hotel.

The following press picture is available for download:

Caption: Best Western has come to Horn-Bad Meinberg in the Teutoburg Forest, Germany: Since March 1st the former Choice Hotel carries the new name Best Western Vitalhotel zum Stern.

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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®, VÄ«b®, 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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