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Best Western Hotels & Resorts Opens First Vib Hotel in Asia

Best Western Hotels & Resorts announced the opening of its inaugural Vib Best Western hotel in Asia Pacific, the brand new Vib Best Western Sanam Pao in Bangkok.

Eschborn / Phoenix / Bangkok (February 28, 2019). A cutting-edge, tech-savvy midscale hotel for the modern generation, Vib Best Western Sanam Pao perfectly captures the brand concept with its central location and modern design. Connectivity is at the core of Best Western's Vib brand (pronounced "vibe"), which allows guests to feel the beat of the city and stay connected at all times. Sleek and stylish, this innovative concept focuses on integrated technology and social interaction, with communal spaces that allow guests to plug in, sit back and chill out.

Located in the vibrant area of north-downtown Bangkok, Vib Best Western Sanam Pao is surrounded by shopping malls, corporate offices and local attractions. The hotel's 91 contemporary rooms all come equipped with free Wi-Fi, Smart TVs and e-concierge technology, as well as comfortable beds, refreshing rain showers and convenient work areas. Guests can grab a quick snack from Lit café, enjoy the 24-hour gym, unwind with a cool drink at Eye Bar, or even stay and play in the gaming pods.

"We are excited to introduce our Vib brand in Asia Pacific," said Ron Pohl, Senior Vice President and Chief Operations Officer for Best Western Hotels & Resorts. "The new boutique brand is designed with today's connected traveler in mind. Ideally located in bustling Bangkok, Vib Best Western Sanam Pao will deliver the seamless, hassle-free and stylish accommodations that our guests expect, complete with convenience and connectivity at all times."

Best Western's VÄ«b brand is a tech-centric global midscale hotel concept created specifically for the needs of today's 'always on' travelers. All hotels will be newly-built in prime urban locations, ensuring complete ease and accessibility for guests. VÄ«b Best Western Sanam Pao becomes the third VÄ«b branded hotel in operation worldwide, following existing locations in Antalya (Turkey) and Springfield, Missouri (U.S.). New VÄ«b branded hotels in key cities, including New York, Miami and Chicago, are also in the pipeline, and Best Western plans to introduce its VÄ«b branded hotels to several other Asian cities in the future.

The following press picture is available for download:

The new VÄ«b Best Western Sanam Pao offers guests 91 modern rooms in the heart of Bangkok's northern downtown area.

Social interaction: Modern communal spaces of the VÄ«b Best Western Sanam Pao in Bangkok allow guests to plug in, sit back and chill out.

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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 over 4,500 hotels in nearly 100 countries and territories worldwide. Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , AidenSM, SadieSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises**. 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 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-midscale and midscale hotel brands respectively for two consecutive years, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category. Best Western has also won 10 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 60 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in breakfast (food and beverage category) by J.D. Power's 2018 North America Hotel Guest Satisfaction Index Study – ranking first for midscale; and second for upper midscale. Nearly 40 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-branded hotel worldwide. Best Western's partnerships with AAA/CAA and Google® Street View 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.*

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

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

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