

Mountain Holidays with Best Western

Summer mountain holidays: Best Western offers attractive holiday hotels in Central Europe – from the Bavarian and Julian Alps to the Jura Mountains in French-speaking Switzerland. Best Western hotels invite guests looking for an active or relaxing break to enjoy the summer in the mountains world. The hotels of the brand enchant with their individuality, and convince with consistent quality standards.

Eschborn, March 19th, 2019. Best Western hotels in Germany, Austria, Switzerland and Slovenia invite travelers to spend their summer holiday in the Alps. Whether for trekking, mountain biking or swimming in one of the refreshing mountain lakes: There are many possibilities for different traveler's needs. The alpine landscape fascinates with fresh mountain air, a wide view on mountain peaks and rich nature. The Best Western hotels are characterized by their individual charm and offer a wide range of holiday offers and culinary delights. Guests can choose between Oberstdorf, Berchtesgaden/Ramsau and Fuessen in Bavaria, Germany, Lucerne, Zermatt, Geneva, Lausanne and Lugano in Switzerland, Innsbruck and Salzburg in Austria as well as Kranjska Gora and Bled in Slovenia.

With Best Western to the Alps - a wide selection

Germany

The **Berghotel Rehlegg**, which is part of the exclusive BW Premier Collection, is located in Ramsau in the Berchtesgadener Land National Park. A magnificent landscape and unusual wellness offers guarantee relaxing holidays in this four-star superior hotel. A spacious wellness area which is called "Almwies'n Spa" and swimming pool awaits guests on 500 square metres. The only alpine national park in Germany can be discovered on a hiking, mountain biking or Segway tour.

Switzerland

The breathtaking Matterhorn in the Valais Alps is a challenge for mountaineers and a popular destination for tourists in **Zermatt**. While skiing is a highlight in the car-free town in winter, for sportive travelers many other activities are available in summer: from climbing and mountain biking to hiking and driving the so-called dirt scooters. In all cases, the **Best Western Hotel Butterfly** offers the right tips and accommodation for traveling.

Lausanne stands out for its exposed location on the northern shore of Lake Geneva and for its numerous cultural offers. The unique topography with more than 700 meters difference in height from the lake shore to the wooded peaks of Sauvabelin is impressive. The **Best Western Plus Hotel Mirabeau** is located near the business centre and train station. Also on Lake Geneva travelers can stay in the **Best Western Hôtel Chavannes-de-Bogis**, ten minutes from the centre of Geneva. A highlight is the large terrace with an impressive panoramic view of the Mont Blanc Group.

Austria

The **Best Western Plus Hotel Goldener Adler** in **Innsbruck** is looking back on a long tradition as a hotel since 1390, making it one of the oldest in Europe that is preserved in its historic form. The hotel restaurant Goldener Adler serves culinary delicacies from Tyrol and Austria in historic rooms. Innsbruck with 130,000 inhabitants is the capital of Tyrol, nestled in the mountains of the northern limestone and central Alps.

Slovenia

The **Best Western Hotel Kranjska Gora** is located in the middle of the Julian Alps, in the border triangle of Slovenia, Italy and Austria. In the hotel restaurant the team serves regional specialties of the cuisine of the

Alps-Adriatic region. In the café with a summer terrace, guests can try homemade desserts, cakes and ice cream. From the summer and winter sports village Kranjska Gora travelers have a view of the rugged Triglav – Slovenia's highest peak with 2,864 metres height. The town and the surrounding are known as an Eldorado for mountaineers, mountain bikers, kayakers and climbers.

In the heart of **Bled**, travelers can enjoy a stay in the boutique hotel **Best Western Premier Hotel Lovec**. In harmony with its surroundings, it proudly continues the tradition of a hotel that stood in its place over a hundred years ago. The architecture of the hotel was inspired by the local landscape and offers guests beautiful views of Lake Bled and the surrounding mountains of the Julian Alps. Bled is an ideal starting point for valley and mountain hikes.

Overview of Best Western holiday hotels in the Alps

Location	Hotel
Oberstdorf	Best Western Plus Hotel Alpenhof
Berchtesgaden / Ramsau	Berghotel Rehlegg, BW Premier Collection
Fuessen	Best Western Plus Hotel Fuessen
Lucerne	Gasthaus zur Waldegg, BW Signature Collection
Zermatt	Best Western Hotel Butterfly
Geneva	Best Western Hôtel Chavannes-de-Bogis
Lausanne	Best Western Plus Hotel Mirabeau
Lugano	Best Western Hotel Bellevue au Lac
Innsbruck	Best Western Plus Hotel Goldener Adler
Salzburg	Best Western Plus Amedia Art Salzburg
Kranjska Gora	Best Western Hotel Kranjska Gora
Bled	Best Western Premier Hotel Lovec

The following press pictures are available for download:

Best Western has attractive holiday hotels from the Julian Alps to the Jura Mountains in French-speaking Switzerland. On the picture: Berghotel Rehlegg, Ramsau, Germany.

The hotels of the brand enchant with their individuality and convince with consistent quality standards. On the picture: Best Western Premier Hotel Lovec, Bled, Slovenia.

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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 of WorldHotels in February 2019, 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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