

## New Best Western Hotel in Southern Germany

**Best Western is expanding in southwest Germany: In Weil am Rhein, in the border triangle between Germany, Switzerland and France, the Hotel Dreilaenderbruecke has chosen the Best Western brand. The 80-room hotel has been trading under its new name Best Western Hotel Dreilaenderbruecke since March 2019.**

**Weil am Rhein/Eschborn (Germany), April 17<sup>th</sup>, 2019.** New Best Western hotel in southwest Germany, right at the Rhine: Since March the formerly Hotel Dreilaenderbruecke sails under Best Western flag and uses its new name Best Western Hotel Dreilaenderbruecke. The hotel in Weil am Rhein lies in the three-country corner between Germany, Switzerland as well as France and is part of the major region Basel. Located in the upper floors of the "Rheincenter" shopping mall, the Best Western Hotel Dreilaenderbruecke has a total of 80 air-conditioned rooms in four categories. In the hotel restaurant Bellevue with winter garden and terrace the hotel team offers its guests an international kitchen and mediterranean environment. With two air-conditioned conference rooms and a total area of 136 square metres, the Best Western Hotel Dreilaenderbruecke is ideal for events with up to 70 participants. Direct integration into the Rheincenter means that guests can use the shopping centre's fitness room at reduced prices. An additional plus point for guests is 1,200 free parking spaces right next to the hotel and shopping centre.

### Meet and Relax in the Border Triangle

The Best Western Hotel Dreilaenderbruecke is located in the southern German town of Weil am Rhein, right in the heart of the border triangle between Germany, Switzerland and France. The "Dreilaenderbruecke", a bridge between Weil am Rhein and its French partner town Huningue, is located directly next to the hotel. With a length of 250 metres, visitors can take a cross-border stroll in just a few minutes. In addition, the hotel offers a direct connection to Basel. Switzerland's third-largest city can be reached by train in just 15 minutes, while Basel Airport is ten kilometres away and Basel Exhibition five kilometres away. The latter can be reached by tram directly in front of the hotel's front door.

**The following press picture is available for download:**

*The Best Western Hotel Dreilaenderbruecke in the German city Weil am Rhein, right in the border triangle of Germany, Switzerland and France, has been part of the international brand since March 2019.*

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[www.bestwestern.de/presse](http://www.bestwestern.de/presse)

### 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\*. The brand family includes both full brands and soft brands for all categories worldwide. In total 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 , Aiden<sup>SM</sup>,*

Sadie<sup>SM</sup>, 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. All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. 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 Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, 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 at the same time retain their individual style and their entrepreneurial independence.

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 37 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](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)

\* 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. In Europe all hotels of SureStay are branded as Sure Hotels.

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