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## Best Western Expands in Germany: New Hotel in Viernheim near Mannheim

**In June, the Best Western Hotel Viernheim Mannheim opened in Viernheim near Mannheim, Germany. The hotel was built on the site of the former Viernheim ice rink and offers a total of 86 rooms.**

**Viernheim/Eschborn (Germany), June 18<sup>th</sup> 2019.** There is a new Best Western Hotel in Germany: The newly built hotel opened in June 2019 in Viernheim near Mannheim as Best Western Hotel Viernheim Mannheim. The hotel operator, Pear Hotel Viernheim GmbH, already manages the Best Western City Hotel Pirmasens in Germany with the international brand. The trademark and eponym of the Pear hotel group is the "pear", which runs like a red thread through the new hotel building as a design element. "We are very satisfied with Best Western's versatile services. That's why we wanted to join our second hotel in Viernheim with the group in order to position it successfully in the market," explains Marius Gross, Managing Director of Pear Hotel Viernheim GmbH. Together with 15 employees the General Manager Taner Isik will manage the hotel.

The Best Western Hotel Viernheim Mannheim offers a total of 86 modern guest rooms decorated in warm colours, a hotel bar with a choice of food, an outdoor terrace and a rooftop terrace, a group room for events for 20 people and free parking directly at the hotel. The new hotel is located in the second largest city in the German Bergstrasse district, in the middle of the economic and conurbation area of the Rhine-Neckar metropolitan region with optimal motorway connections.

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

*New connection near Mannheim, Germany: The new Best Western Hotel Viernheim Mannheim opened its doors in June.*

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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\*. 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 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 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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