

## New Best Western Hotel in Southern Germany

**Best Western is growing in the south of Germany: The Hotel Loewengarten in Speyer joined the international hotel group Best Western in July 2019, its new name is Best Western Hotel Loewengarten.**

**Speyer / Eschborn (Germany), July 8<sup>th</sup> 2019.** The Hotel Loewengarten in Speyer has opted for an international brand and trades under its new name Best Western Hotel Loewengarten since July 2019. The family-run hotel is located in the middle of the Upper Rhine town of Speyer in the south of Germany. The Best Western Hotel Loewengarten is four-star hotel, that offers a restaurant and a total of 65 guest rooms, including three barrier-free guest rooms. In the hotel's own wine cellar wine tastings can be arranged or parties with up to 30 people can be booked. With a surface of more than 250 square meters and five air-conditioned conference rooms the Best Western hotel Loewengarten is set up for meetings with up to 100 participants.

At Best Western's corporate headquarters in Eschborn, the latest addition to the portfolio is also very much welcomed. "I am delighted that we have been able to win this property for our brand with its individual, local charm and a wide range of offers for travelers", said Marcus Smola, CEO Best Western Hotels Central Europe. Best Western is a privately held hotel brand with a global network of over 4,500 hotels. As a service partner of individually managed hotels, the hotel brand promotes the economic success and competitiveness of partner hotels through comprehensive marketing and sales activities for all relevant market segments and target groups.

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

*The Hotel Loewengarten in Speyer joins the international hotel group Best Western and will be run from July onwards with its new name Best Western Hotel Loewengarten.*

**Download PRESS RELEASES and PRESS IMAGES:**

[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 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.*

**For further information please contact:**

**Best Western Hotels Central Europe GmbH**

*Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland*

Anke Cimbal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Mail: [anke.cimbal@bestwestern.de](mailto:anke.cimbal@bestwestern.de)

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