

12/30/2019

## New Best Western Plus Hotel in Southern Germany

**The portfolio of BWH Hotel Group is growing in the south of Germany: At the beginning of 2020, Best Western Plus Parkhotel Maximilian Ottobeuren joined Best Western Hotels & Resorts. The hotel is located near the city center and the internationally renowned Benedictine abbey.**

**Ottobeuren/Eschborn (Germany), January 15<sup>th</sup> 2019.** BWH Hotel Group Central Europe announces a new property in Germany: The Best Western Plus Parkhotel Maximilian Ottobeuren joined the group and its Best Western Hotels & Resorts brand family in January 2020. The hotel is located in Southern Germany, right next to the Allgaeu region which is very well known for leisure and holiday activities. In addition to its good location to the city of Ottobeuren, next door there is also the internationally renowned Benedictine abbey, which is especially famous for its baroque art. The convent is more than 1,250 years old and one of the biggest of the world.

The four-star superior hotel features 111 rooms in three different categories. 39 additional rooms will be build this year, so the hotel will provide 150 rooms. There is a new design concept for all rooms, inspired by the nature around the hotel. Natural colors and materials as well as big windows should bring the forest and the nature into the rooms. In addition, the Best Western Plus Parkhotel Maximilian Ottobeuren offers a restaurant, where guests can order regional food with a mediterranean interpretation. The spacious spa and wellness area invite guests to relax with massages, saunas and a steam bath. Furthermore, a small fitness center is available. The hotel is also set up with three conference rooms for up to 120 people. This year, the hotel will expand three more conference rooms.

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

*The Parkhotel Maximilian Ottobeuren joined the brand family of Best Western Hotels & Resorts at the beginning of the year.*

### **Download PRESS RELEASES and PRESS IMAGES:**

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

### **About BWH Hotel Group®:**

*The BWH Hotel Group® is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. \* BWH Hotel Group offers a total of 17 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.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, SureStay Hotels are managed with the brand Sure Hotels.*

## **Further information and press contact:**

**BWH Hotel Group Central Europe GmbH**

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

Anke Cimbäl, Head of Corporate Communications

Claudia Seibert, PR Trainee Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel. +49 (61 96) 47 24 -301

E-Mail: [presse@bwhhotelgroup.de](mailto:presse@bwhhotelgroup.de)

Internet: [www.bestwestern.de](http://www.bestwestern.de) [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de)