

## Hotel FRElgeist Einbeck Chooses BW Signature Collection

**On March 1, 2020, Hotel FRElgeist Einbeck joined the BW Signature Collection by Best Western. The design hotel is located directly opposite the interactive exhibition PS.SPEICHER in Einbeck, Lower Saxony. The innovative show exhibiting a wide range of automobiles of several decades of automotive history inspired the managing partner of the FRElgeist Hotels Georg Rosentreter to the industrial style of the hotel. By choosing the soft brand, the hotel will continue to operate under its own name and remain independent of the brand. Additionally, it will be fully integrated into the sales and marketing measures of BWH Hotel Group Central Europe.**

**Einbeck / Eschborn, March 2, 2020.** A new hotel with special design and interior joins the BW Signature Collection by Best Western: Hotel FRElgeist Einbeck is now part of the collection, which is aimed at individual properties in the upper middle-class segment. The hotel in the small medieval town in the federal state of Lower Saxony will continue to operate under its own name and will stay independent of any branding. At the same time, it will benefit from all distribution and marketing initiatives of BWH Hotel Group, the cooperation which combines the three brand families Best Western Hotels & Resorts, WorldHotels Collection and Sure Hotel Group.

### **Classic Cars and Loft Style Spaces**

The soft brand BW Signature Collection by Best Western leaves plenty of room for individual design and a personal handwriting while offering consistent quality. This perfectly fits the idea behind FRElgeist Hotels – literally translating as Free Spirits Hotels. Vintage bikes running up the walls of the lobby, dark leather armchairs, industrial lamps as well as a lot of wood, exposed concrete and brick: At FRElgeist Einbeck, industrial charm flows through all spaces and can also be a little unusual – that is, free-spirited. A unique character and numerous pieces of furniture with a history are the hallmarks of the hotel's design concept. The in-house restaurant GENUSSWERKSTATT offers guests dry aged steaks and fiery burgers as well as seasonal dishes with fresh regional products. The FRElgeist-Bar serves Craft Beer or homemade lemonade and the Von Hallers Gin as a local specialty.

**The following press pictures are available for download:**

*Hotel FRElgeist Einbeck in Lower Saxony is the new stylish member of BW Signature Collection by Best Western.*

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

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

### **About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> 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 18 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®, V&B®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group<sup>SM</sup> 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<sup>SM</sup> 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) [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, SureStay Hotels are managed with the brand Sure Hotels.

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