

## Global Growth Of Boutique Brand Aiden® by Best Western

**Edgy, cool and chic - Aiden® by Best Western is growing worldwide. The captivating boutique hotel brand of BWH Hotel Group, which was introduced at the end of 2018, has opened nine properties in the United States, South Korea, France, Germany and Italy. The brand boasts a robust pipeline with another ten properties on the horizon globally.**

**Central Europe, 2020, March 2nd.** The growth of new boutique and lifestyle brand Aiden® by Best Western is picking up speed. In just the last twelve months, nine Aiden hotels have opened worldwide in key markets across North America, Europe and Asia. Aiden® by Best Western is the freshest new boutique hotel concept from BWH Hotel Group. The brand, which was first presented at the end of 2018, offers travelers and developers a boutique hotel concept in the upper midscale segment.

"Our new Aiden brand deliberately offers hoteliers a high degree of flexibility and individuality in its design concept. Aiden by Best Western hotels are unconventional properties that deliver a unique stay experience in a modern and stylish environment," explains David Kong, Global President and CEO, BWH Hotel Group.

### **Aiden grows worldwide**

Aiden was first introduced in 2018 with the opening of Aiden by Best Western @ Cheongdam, in Seoul, South-Korea, quickly followed by the Aiden by Best Western @ T'aim Hotel, Margny-Les-Compiègne near by Paris in France in early 2019.

In the United States, Aiden celebrated its debut in June 2019 in Austin, Texas: Aiden by Best Western @ Austin City Hotel. It was the first U.S. location for the company's modern, suburban boutique brand. In September 2019 BWH Hotel Group announced the opening of Aiden by Best Western @ Cape Point in the Cape Cod town of West Yarmouth in Massachusetts. With the Aiden by Best Western @ Warm Springs Hotel and Event Center in Warm Springs, Georgia, the third property arrived in the U.S.. This year two additional properties are scheduled to open in the U.S. including the Aiden by Best Western @ Berkeley in Berkeley, California and the Aiden by Best Western @ North Conway in North Conway, New Hampshire.

In early 2020, Aiden arrived in Germany and Italy: The Aiden by Best Western @ Biberach opening in the Swabian city Biberach in January, marketing the first Aiden in the Central Europe region. The Aiden by Best Western @ Biberach is much more than a normal hotel, it will be a meeting place for locals in the Biberach region with its gastronomic and entertainment offers. The interior design is modern and chic, offering a total of 109 rooms, including twelve apartments and two sauna suites on the top floor with their own sauna and terrace. In Italy Aiden launched with the Aiden by Best Western @ JHD Dunant Hotel in Castiglione Delle Stiviere in the region Lombardy.

The Aiden brand shows no signs of slowing down as BWH Hotel Group's global pipeline boasts ten additional property openings in the next year.

### **Local flair and urban design – new hotel concept for hoteliers and developers**

With a "boutique-coolness" atmosphere, Aiden® by Best Western provides a lively, engaged and welcoming environment to travelers looking for a hotel that blends hip, casual charm with an eclectic neighborhood feel. No two Aiden hotels are alike with each designed to reflect the unique personality of the community they serve. Built with a variety of needs in mind, thoughtfully designed spaces feature modern amenities and technology to connect today's travelers. Each property distinguishes itself with unique aesthetics, and a chic and modern design while also offering the comfort and friendly service today's traveler desires. Aiden hotels feature

innovative design with abstract and modern guestrooms, complete with vibrant color palettes and lush fabrics and multi-functional public areas with bright and modern signature seating.

"Aiden is created to reflect the flair and vibrancy of the world around us, bringing together indulgent amenities and bold designs that offer a reimagined travel experience all at a great price. Aiden, together with its sister brand, Sadie® by Best Western, deliver a unique product offering to travelers and developers. Hotel developers and hoteliers now have the opportunity to reposition their assets to a one-of-a-kind boutique experience that is backed by the global power of BWH Hotel Group's marketing and sales expertise," says David Kong.

For more information on the Aiden brand, please visit [aiden.bestwestern.com](https://aiden.bestwestern.com).

First Aiden® by Best Western globally

Aiden by Best Western @ Cheongdam, Seoul, South-Korea

Aiden by Best Western @ T'aim Hotel, Margny-Les-Compiègne, France

Aiden by Best Western @ Biberach, Biberach, Germany

Aiden by Best Western @ Warm Springs Hotel and Event Center, Warm Springs, Georgia, United States

Aiden by Best Western @ JHD Dunant Hotel, Castiglione Delle Stiviere, Italy

Aiden by Best Western @ Austin City Hotel, Austin, Texas, United States

Aiden by Best Western @ Cape Point in West Yarmouth, Massachusetts, United States

Opening soon:

Aiden by Best Western @ Berkeley, Berkeley, California, United States

Aiden by Best Western @ North Conway, North Conway, NH, United States

The following press pictures are available for download via [bestwestern.de/media-archive](https://bestwestern.de/media-archive):

*Aiden by Best Western @ Cape Point in West Yarmouth, Massachusetts, United States*

*Aiden by Best Western @ JHD Dunant Hotel, Castiglione Delle Stiviere, Italy*

*Aiden by Best Western @ Cheongdam, Seoul, South-Korea*

**More press pictures are available on request.**

### **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®, VÄ«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.*

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

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