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## 2021: First Best Western Hotel in Greenland

### **Best Western Hotels & Resorts marking history becoming the first hotel chain in Greenland with the eco-friendly Best Western Plus Hotel Ilulissat in 2021**

**Eschborn (Germany)/Stockholm (Sweden), March 4, 2020.** May 2021 will see the opening of Best Western Plus Hotel Ilulissat with 78 rooms, a restaurant and a large roof terrace, overlooking Kirkebugten and Ilulissat Icefjord. The hotel will be operated on 100% renewable energy from the hydro power plant in Paakitsoq.

The hotel will occupy a central location in Ilulissat, one of Greenland's most popular tourist destinations. Visitor numbers have rocketed since the icefjord was declared a UNESCO World Heritage Site in 2004.

A local group of investors comprising brothers Tommy and Frank Bagger plus Jens Kristian Friis-Salling will run and operate the hotel that will be part of Best Western Hotels & Resorts. The Bagger brothers are looking forward to the opening: "This project has been in development for over three years and we are very pleased that construction work has now begun. Our group of investors is firmly rooted in the local area and we have a well-known global hotel brand behind us, so we have all the ingredients to create good guest experiences and generate good profits."

Best Western Hotels & Resorts will be the first hotel chain to venture into Greenland.

"We have been involved with the owners' plans and ideas since the start and have high expectations of this hotel. Ilulissat is an exciting destination to be able to promote and drive sales to. The town is seeing growing demand and is investing in its infrastructure. We are naturally particularly excited about this opening, as we will be the first hotel chain to enter the Greenland market. We are proud to take on this task that the owners have given us," says Johan Kukacka, CEO of BWH Hotel Group in Scandinavia.

#### **For more information please contact:**

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

*Best Western Plus Hotel Ilulissat will open in 2021 and will be the first hotel of BWH Hotel Group in Greenland.*

**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®, 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.*

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