

New Best Western Premier Hotel Essence Prague Opens in July

BWH Hotel Group is growing in the Czech capital: On July 1st, the new Best Western Premier Hotel Essence opens in the city centre of Prague. The boutique hotel featuring 53 rooms and suites is located in a listed building in the style of Rondocubism, the "Czech Art Deco". This local interpretation of the style, which can only be found in the Czech Republic, has been incorporated into the overall design concept of the house, which has been completely rebuilt and renovated over the past three years. The hotel welcomes its guests with a contemporary interior and excellent location within a five-minute walk of Wenceslas Square, right in the centre of Prague.

Eschborn / Prague, June 29, 2020. Best Western Premier Hotel Essence in the heart of the Old Town of Prague opens its doors on July 1st, 2020. After several years of reconstruction, this new hotel is the first property of the Best Western Premier brand in Prague. The Rondocubist façade from the 1920ies – in the style of the so-called "Czech Art Deco" – was completely preserved, while the interior of the hotel was rebuilt and modernized. The aim was to meet the requirements of the urban heritage conservations and at the same time turn the former office building into a functional hotel that measures up to today's standards.

Starting at the beginning of July, the hotel welcomes its guests with a contemporary design that picks up the elements of rondocubism. In addition to 53 rooms and suites, Hotel Essence offers its guests the fine-dining restaurant and bar Lekima serving South-East-Asian cuisine, two conference rooms, sauna and an underground car park. Thanks to its central location, many of the main attractions of Prague are within walking distance of the hotel. The family-run hotel management company Hotelpro s.r.o. based in Prague which operates Hotel Essence has been associated with BWH Hotel Group – formerly Best Western Hotels & Resorts – for 16 years now. The Best Western Plus Hotel Meteor Plaza, just a few steps away, was operated by the company until autumn 2019.

"We are delighted to welcome Best Western Premier Hotel Essence, a new boutique hotel in a prime location, to our Prague portfolio. The property is a significant win in the upscale segment for us. I am also very happy about the further cooperation with such an experienced hotel management company like Hotelpro s.r.o., which has gained an excellent reputation in the operation of several three and four star hotels in Prague," says Ivona Meissner, Director Development, BWH Hotel Group Central Europe, who is responsible for the development of the hotel portfolio in Austria and Central Eastern Europe at the group's regional office in Vienna. "With yet another hotel in the capital, we are expanding our presence in the Czech market – in a city that is very well known by travelers all over the world," Meissner continues.

Hotel Director Lenka Valachová, who has already managed the Best Western Plus Hotel Meteor Plaza, is pleased that her cooperation with Best Western Hotels & Resorts continues: "It is great that we are also following suit with Hotel Essence and join the Best Western Premier brand. I know and appreciate the worldwide sales and marketing network as well as the global partnerships of the hotel cooperation", continues Valachová.

As part of Best Western Hotels & Resorts, the newest addition to the brand in the Czech capital benefits from the worldwide marketing and distribution power of the brand. Guests can also look forward to finding the

accustomed Best Western Premier standards in the new hotel and earning points for the Best Western Rewards loyalty program Best Western Rewards. The Best Western Premier brand is a so-called full brand for independent private hotels of the upper-class segment with a special design.

The following press pictures are available for download:

The interior of the new Best Western Premier Hotel Essence in Prague adopts elements of rondocubism from the facade.

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About BWH Hotel GroupSM:

*The BWH Hotel GroupSM 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 StudioSM complete the group's brand portfolio. ** BWH Hotel GroupSM 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 RewardsSM with more than 40 million members.*

BWH Hotel GroupSM 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 www.bestwestern.de and 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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