

New Best Western Hotel Opens on the Swabian Alb

On the Swabian Alb, another Best Western Hotel has been built after one and a half years of construction: In Wehingen in the county of Baden-Württemberg, the new Best Western Hotel Schlossberg has opened its doors. Just in time for the restart of the hotel industry, the three-star hotel now welcomes its guests with 57 modern rooms and a restaurant.

Wehingen / Eschborn, Germany, June 15, 2020. For the restart of the hotel industry in Baden-Württemberg, the Best Western Hotel Schlossberg in Wehingen has now opened after a construction period of only one and a half years. The modern three-star hotel on the Swabian Alb with 57 rooms was originally scheduled to open in spring 2020 - but due to the Corona crisis the opening has been postponed. After the ground-breaking ceremony at the end of October 2018 and an 18-month construction period, the hotelier couple Dirk and Emma Hetzer, who will lease and operate the hotel, and hotel director Andreas Röniger are now particularly pleased that things are getting underway. "We are relieved and very happy that things are finally moving forward here in Baden-Württemberg and that after these uncertain months we can open our new hotel to guests. Of course, we have once again adapted our already high hygiene standards to the special regulations and developed comprehensive protection concepts for guests and employees - because obviously everyone's health has top priority from day one," explains Dirk Hetzer, Managing Director of DHHC, based in Durbach.

Clean Shapes and Functional Design

The new Best Western Hotel Schlossberg is characterized by its clean shapes and functional design, and the overall concept pays special attention to sustainability and regional character. The 57 hotel rooms in two different categories have all the comforts of an upscale three-star hotel on 24 square metres and are specially designed to meet the needs of business travellers. On the penthouse floor of the hotel guests can find a sauna and a fitness room and the ground floor features a small restaurant with fresh, regional dishes. "Our kitchen crew designs the menu daily according to the market offers and thus ensures freshness and variety", says Hetzer.

The following press picture is available for download:

New Best Western Hotel on the Swabian Alb: In Wehingen in the Tuttlingen district, the new Best Western Hotel Schlossberg will open at the end of May for the restart of the hotel industry.

Download PRESS RELEASES and PRESS IMAGES:

www.bestwestern.de/presse

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.*

Further information and press contact:

BWH Hotel Group Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxembourg | Slovakia | Slovenia | Switzerland

Anke Cimbäl, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

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

E-Mail: presse@bwhhotelgroup.de

Internet: www.bestwestern.de www.bwhhotelgroup.de