

New Property for BW Signature Collection near the German Baltic Sea

The Hotel Anklamer Hof has decided to become a member of the BW Signature Collection by Best Western: thus, the four-star hotel joined the soft brand under the umbrella of the BWH Hotel Group in August. Since the soft opening at the beginning of summer, the hotel has welcomed its guests with 73 rooms, accommodated in a modern new building which is attached to the structure of the former post office. In this historic building, the spa and wellness area, the three gastronomic outlets and the conference area will open in the course of the coming months.

Anklam / Eschborn, September 1, 2020. The Hotel Anklamer Hof in Anklam, which opened in July, has opted for the BW Signature Collection by Best Western and is now part of the BWH Hotel Group Central Europe. With the soft brand, the four-star hotel will appear on the market as an independent, individual hotel, but will benefit from all the services and worldwide partnerships of the international hotel cooperation and the loyalty program Best Western Rewards with over 40 million members worldwide.

The hotel, which is centrally located to the old city center of the seafaring town of Anklam, only a few kilometers from Usedom island at the German Baltic Sea, consists of a historic building which houses the public areas such as the two restaurants Postmeisterei and Hansekeller, Otto's bar and lounge as well as the conference area. The hotel concept envisages the historic counter hall of the post office, traditionally a center of communication, as a lively place for exchange and get-together. The adjoining modern new building accommodates 73 rooms in three categories. With contemporary furnishings in warm colors, plenty of light and modern amenities such as smart TV and WLAN, the single and double rooms and three junior suites offer everything for a comfortable stay.

In the Postmeisterei Restaurant and the attached private dining area Amtsstübchen, fresh regional specialties are served. The Hansekeller, rustic furnished and with old captain pictures on the brick walls, serves down-to-earth Northern-German cuisine. All gastronomy outlets of the Anklamer Hof as well as the conference area with capacities for up to 120 guests are expected to open in August 2021. In the spacious wellness area Spa & Moor, located in the new hotel building, guests will find a wide range of treatments and applications with natural cosmetic products of the brand Pharmos Natur from October on.

Visiting Anklam

The Hanseatic city of Anklam in Mecklenburg-Western Pomerania is also known as the "Gateway to the Island of Usedom" and is located on the river Peene, about seven kilometers before it meets the Peene River flowing to the Baltic Sea. Anklam is also integrated into the German-Polish network of the metropolis of Stettin. The city itself is full of history and centuries-old seafaring tradition. The surrounding area, the home of the aviation pioneer Otto Lilienthal, is part of the national natural heritage and offers wide landscapes and long sandy beaches for relaxing and exploring.

The following press pictures are available for download:

Caption: The Hotel Anklamer Hof in Anklam near the Baltic Sea joins the Soft Brand BW Signature Collection under the umbrella of the BWH Hotel Group

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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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