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## New Best Western Hotel at the Gates of Salzburg, Austria

**BWH Hotel Group Central Europe announces a new property in Austria: In April 2021, the Best Western Hotel Walsberg will join the global hotel cooperation. The new hotel is located right at the gates of the city of Salzburg, Austria, the globally famed birthplace of Mozart and as such, along with its beautiful oldtown, historic castle, and rich culture, a top destination for national and international travelers.**

**Eschborn, Germany / Wals, Austria, February 23, 2021.** Best Western is growing in Austria and announced today that the Best Western Hotel Walsberg will join the group as of April 2021. The property right at the gates of Salzburg, globally renown as Wolfgang Amadeus Mozart's birthplace, offers its guests a convenient stay in a great location to experience both, the city and the surrounding Alpine region. Due to the affiliation with the world-renowned brand for individual hotels, Best Western Hotel Walsberg will benefit from the marketing and sales support of BWH Hotel Group, which is represented internationally with around 4,700 properties and 18 brands.

### **Experiencing the Historical City and Alpine Nature**

The three-star superior hotel in Wals near Salzburg provides 50 rooms on three floors, including two junior suites as well as three seminar rooms, catering for events with up to 120 people. At the hotel's own restaurant, guests will be spoiled with Austrian delicacies along with international specialties. A coffee shop and a lobby bar complete the culinary offer. The 600-square-meter rooftop terrace, designed according to Feng Shui, is a real highlight of the hotel as it offers a breathtaking 360-degree panorama view of the surrounding mountains and the city of Salzburg. The rooftop terrace also serves as an open-air venue and can be used for weddings, birthday parties or for a BBQ with friends. Furthermore, the hotel provides a small wellness area with sauna, infrared heat cabin and fitness area.

The new Best Western Hotel Walsberg scores with its perfect location right outside the city of Salzburg and the surrounding Alpine region. The excellent transport links to Salzburg Airport, the freeway and the Walsberg border crossing with Bavaria/Germany, make a stay at the Best Western Hotel Walsberg super flexible. Due to its excellent accessibility and infrastructure, the hotel is a convenient choice for individual travelers, business and MICE guests, or leisure groups. The hotel is an ideal starting point to explore the cities of Salzburg and Hallein or to visit the surrounding castles and lakes in the Austrian Salzkammergut. In addition, sports enthusiasts will find a broad range of activities to entertain themselves in the surrounding Alps.

Best Western Hotels & Resorts belongs to the brand family of BWH Hotel Group and thus belongs to the worldwide group of individual, independently owned hotels. BWH Hotel Group Central Europe GmbH, based in Eschborn, Germany, currently takes care for around 270 individual hotels with a total of 18 brands in the ten countries of Austria, Germany, Switzerland, Luxembourg, Liechtenstein, Croatia, Slovenia, Slovakia, Hungary and the Czech Republic.

**The following press picture is available for download:**

*Caption: Starting in April 2021 with the international brand: the future Best Western Hotel Walsberg with 50 rooms in Wals near Salzburg, Austria.*

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### **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®, Vīb®, 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 270 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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