

WorldHotels Welcomes First Crafted Hotel in the Benelux

Renovated Upscale Hotel Haarhuis Joins WorldHotels Crafted Collection

Amsterdam, The Netherlands / Eschborn, Germany, February 24, 2021. WorldHotels announced that Hotel Haarhuis in Arnhem, The Netherlands has joined its portfolio as the first Crafted Collection hotel in the Benelux region. The recently renovated upscale four-star hotel is now part of the new WorldHotels Crafted Collection.

“It is a pleasure to welcome Hotel Haarhuis into the WorldHotels Collection,” said David Kong, Global President and Chief Executive Officer, WorldHotels. “With its recent renovations, the 100-year-old Hotel Haarhuis offers travelers the perfect combination of rich history and modern service, delivering a truly unique travel experience. This is a wonderful property to launch Crafted Collection in the Benelux region.”

Hotel Haarhuis features 127 modern guestrooms which perfectly combine modern design in a historical building with luxurious amenities to deliver a stylish and comfortable stay. Guests looking for a more indulgent experience can stay in one of the hotel's suite options – the Design Suites, wellness rooms and the split-level Lofts. The Design Suites are located at the courtyard of the hotel and offer a sophisticated design with modern designer bed and luxurious freestanding bathtub. Equipped with a private sauna, whirlpool and roof terrace with a spectacular view on the city of Arnhem the wellness rooms are ideal for a honeymoon, romantic getaway or luxury business trip. To organize a small meeting or for longer stays the hotel offers modern split-level lofts with a separate living- and sleeping area and kitchenette.

The hotel features different onsite dining options including Restaurant Perron 5, coffee and pastry bar HOEK and Rooftop Bar BLOU. A Whisky & Wine bar will soon be added to this list. With 11 meeting rooms and event spaces and onsite catering, the hotel is the ideal location for conferences, meetings, weddings, and celebrations. Located downtown Arnhem, opposite the Arnhem Central Train Station, and on walking distance from numerous touristic sites, the Hotel Haarhuis offers convenience for business and leisure travelers alike.

The WorldHotels Crafted Collection has a collective mission to showcase independent hoteliers who turn the ordinary into the extraordinary. The inclusive collection features properties that capture the spirit of the destinations they serve. These hotels reflect and amplify all that is unique about their own location, and with no two properties alike, each and every one is coveted. Offering today's refined traveler a stunningly unique experience in the upscale, upper-upscale and luxury segments, WorldHotels Crafted appeals to guests and hoteliers who each crave creativity, immersive experiences, ingenuity, and premium service.

“It is an honor to join the new WorldHotels Crafted Collection as the first hotel in the Benelux,” comments Wouter Dekker, General Manager of Hotel Haarhuis. “After all renovations we did to deliver our guests a stylish and immersive experience, WorldHotels is the right choice for us to partner with and to position and grow our business both locally and globally. In the coming weeks, until the Grand Opening of the new Haarhuis in April, we will be working on launching new concepts. We look forward to welcoming WorldHotels guests to the new Hotel Haarhuis.”

“Hotel Haarhuis is a magnificent addition to the WorldHotels Crafted portfolio,” adds Wytze van den Berg, Managing Director EMEA, WorldHotels. “The 100 year old Hotel Haarhuis delivers a unique experience to city travelers, both leisure and business, and Arnhem residents. The hotel offers a truly unique hotel stay with upscale amenities, complete with dining options, a coffee and pastry bar and a trendy roof top bar with a spectacular view on the city centre of Arnhem. We look forward to working in partnership with the team at the hotel to showcase and celebrate their hotel both locally and globally.”

In joining WorldHotels, Hotel Haarhuis is now part of the industry-leading loyalty program, WorldHotels RewardsSM. The third largest hotel loyalty program in the world offers guests exclusive access and privileges with member-only offers such as room upgrades and more.

Click here to learn more about WorldHotels: www.worldhotels.com.

The following press picture is available for download:

Caption: WorldHotels announced that Hotel Haarhuis in Arnhem, The Netherlands, has joined its portfolio as the first Crafted Collection hotel in the Benelux region. The picture shows one of the design suites.

Caption: Hotel Haarhuis in Arnhem: Wytze van den Berg - Managing Director EMEA WorldHotels, Wouter Dekker - General Manager of Hotel Haarhuis & Stefan Dubbeling - Regional Director Belgium & The Netherlands for BWH Hotel Group.

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About WorldHotels Collection

Newly relaunched, the WorldHotelsTM Collection delivers proven soft brand solutions for a curated global offering of over 300 of the finest independent hotels and resorts. Founded by hoteliers dedicated to the art of hospitality, only WorldHotels curates the best independent properties around the globe, each reflective of the locale by offering intuitive service, and a refined sense of character. WorldHotels' proprietary 'Start With Why' philosophy helps each hotel identify their unique set of assets that distinguish and elevate their guest experience and revenue generation performance from the competition. Geared to both business and leisure travellers, the WorldHotels Collection is classified into four tiers allowing guests to select the offering that meets their needs: WorldHotels Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted Collection.

Further information: www.worldhotels.com.

About BWH Hotel GroupSM:

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*The BWH Hotel Group 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 270 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: www.bwhhotelgroup.de and www.bestwestern.de.

** 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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