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Aiden Arrives in Scottsdale With A Modern and Urban Style for the Sophisticated Traveler

Hip boutique hotel brand - Aiden by Best Western - continues global expansion in Scottsdale, Arizona.

Phoenix, Arizona / Eschborn, Germany, April 13, 2021. Best Western® Hotels & Resorts today announced the opening of its newest Aiden hotel in Scottsdale, Arizona, offering travelers access to the pinnacle of boutique, resort and upscale lodging. A trendy boutique hotel with an urban, modern and sophisticated theme, Aiden @ Scottsdale North's refreshing style is infused with unique elements that capture the city's charisma and flair, providing an "only here" guest experience.

"Today's travelers are not yesterday's travelers. They seek a hotel with a pulse, and I believe our Aiden in Scottsdale hit the bullseye," said Brad LeBlanc, Senior Vice President and Chief Development Officer. "Each Aiden hotel is uniquely customized to reflect the owner's dream of what modern lodging should look like. The hotel owner and President and CEO of HD Hospitality, Nirav Patel, and his designers brought that vision to life when they transformed this hotel into a place to be seen, where guests can truly enjoy the energy of Scottsdale. Just like Aiden hotels across Asia, Europe and the U.S., this property is a one-of-a-kind charm."

Aiden invites creative travelers and mobile workers to indulge in a standout boutique experience. Combining refined style with local charm, each reimaged location is as distinctive as its neighborhood, creating an atmosphere full of surprises and authentic details – placing guests at the center of local adventures. Designed with today's traveler in mind, each hotel boasts a multi-functional public area to bring together the best of work and play. Featuring sophisticated and sleek guestrooms, the Aiden look is complete with playful color palettes and lush fabrics.

Individual Design Concept and Smart Technology

Aiden @ Scottsdale North offers a truly unique experience that is synonymous with the Aiden brand. Complete with 164 rooms and premium poolside suites with private patios, the hotel is designed to help travelers capitalize on all that the sunny desert town has to offer. Custom artwork throughout the hotel represents the best of Arizona, encouraging guests to get out and explore the local area with a roadmap of sites to see. Those looking to indulge in the sunshine can relax in a private cabana at the outdoor pool and hot tub deck, or "saddle up" to the indoor-outdoor bar, Duke's, for a bite to eat and drink while striking a pose on the custom saddle stools for an Instagram-worthy moment. In true Aiden-style, the hotel's team of staff is available 24/7 to provide guests with customized service and area recommendations to personalize guests' visit to Scottsdale.

Work and play can live together at Aiden @ Scottsdale North, where leisure and business amenities perfectly intersect to maximize productivity. From in-room and cozy lobby workspaces to an on-site Starbucks store and a 24-hour touchless coffee machine, guests will have everything they need to stay connected and energized during their stay. The hotel also offers breakfast on-site; a 24-hour lobby suite shop with meals, snacks and sundries; a state-of-the-art fitness center with an aqua massage bed; and a digital concierge in the lobby for ultimate convenience.

The hotel is conveniently located near Old Town Scottsdale and also offers easy access to neighboring Phoenix. Guests can enjoy a variety of nearby restaurants, bars, shopping, entertainment and tourist destinations, including popular attractions like WestWorld, Talking Stick Casino, Odysea Aquarium, Butterfly

Wonderland, Big Surf Waterpark and TPC Scottsdale. Those looking to experience the natural beauty of Arizona will enjoy exploring the area's hundreds of miles of public bike paths and hiking, riding and horse trails. Aiden @ Scottsdale North offers the best of Arizona for every type of traveler, with easy access to endless entertainment options.

Aiden on Expansion Course

BWH Hotel Group's hip and smart lifestyle concept is being well received around the globe: Worldwide, the Aiden brand has continued to grow since its launch at the end of 2018. In the U.S. alone, ten more new openings under the Aiden by Best Western brand are in the pipeline for the coming months until fall 2022, including locations such as Los Angeles, California; St. Georges, Utah; and San Antonio, Texas. The Aiden by Best Western @ Berkeley has also just opened in the university town of Berkeley, California. In Germany, the first Aiden by Best Western premiered in 2019 in Biberach, and this summer the Aiden @ Stadtgut Hotel Steyr will be the brand's first property to open in Austria.

For more information on the Aiden brand, please visit aiden.bestwestern.com.

The following press picture is available for download:

Caption: Lifestyle concept on expansion course: The newly opened Aiden by Best Western in Scottsdale, Arizona, is one of twelve hotels of the boutique brand planned in the USA.

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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 270 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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