



# PRESS RELEASE

Best Western Plus Hotel Ilulissat, Greenland

## Opening of First Best Western Hotel in Greenland

*After many years of planning and construction, Best Western Hotels & Resorts marking history becoming the first hotel chain in Greenland: The new hotel, Best Western Plus Hotel Ilulissat, has finally opened. Located in the heart of Ilulissat and with magnificent views of Ilulissat Icefjord, the hotel becomes a given and exciting tourist destination.*

**Eschborn (Germany)/Stockholm (Sweden), October 11, 2021.** BWH Hotel Group Scandinavia has launched a new hotel: With the Best Western Plus Hotel Ilulissat, the group celebrates the first Best Western Hotel in Greenland and is making history becoming also the first hotel chain in Greenland.

The hotel project, that started for just over four years ago, has been run by a local investor group consisting of brothers Tommy and Frank Bagger together with Jens Kristian Friis-Salling. The extensive project required many hours of work and planning, and despite the pandemic, the group has stood strong and look bright at the future. "This project has been going on for over four years and we are happy to finally open up and be able to offer Greenland's best hotel. With a well-known global hotel brand behind us, we have all the prerequisites to create good guest experiences and good results", says Frank Bagger, partner Best Western Plus Hotel Ilulissat.

Ilulissat is one of Greenland's most visited tourist destinations. Since Ilulissat Icefjord entered the UNESCO World Heritage List in 2004, the number of tourists has increased significantly to the unique city.



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"Ilulissat is an incredibly exciting destination for us to be able to offer our hotel guests and we are proud of the assignment that the owners have given us. The city is growing strongly as a tourist destination and we are of course particularly excited about this opening as we become the first hotel chain to establish itself in Greenland", says Johan Michelson, CEO of BWH Hotel Group in Scandinavia.

Hotel Ilulissat has 78 modernly furnished rooms in five different categories: standard, superior, family room, executive and suites. At the top of the hotel, the impressive restaurant delivers stunning views of both icebergs and the city, and there is also a large roof terrace. The hotel also offers modern meeting and conference opportunities with well-equipped and flexible meeting rooms.

There is a lot to discover in Greenland and the hotel offers various tour packages, such as iceberg safari and whale watching. The destination also attracts with skiing, cycling trails, glacier climbing and diving, as well as the fantastic Northern Lights in the winter.

Best Western Hotels & Resorts is part of BWH Hotel Group and becomes the first hotel chain to establish itself in Greenland.

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**The following press pictures are available for download:**



*Caption: Best Western Plus Hotel Ilulissat has opened in 2021 and is the first hotel of BWH Hotel Group in Greenland.*

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*BWH Hotel Group is a leading, global hospitality network comprised of three hotel companies, including WorldHotels® Collection, Best Western® Hotels & Resorts and SureStay Hotel Group®. The global network boasts approximately 4,500 hotels in over 100 countries and territories worldwide\*. With 18 brands across every chain scale segment, from economy to luxury, BWH Hotel Group suits the needs of developers and guests in every market. For more information visit [www.bestwestern.com](http://www.bestwestern.com), [www.bestwesterndevelopers.com](http://www.bestwesterndevelopers.com), [www.worldhotels.com](http://www.worldhotels.com) and [www.surestay.com](http://www.surestay.com).*

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

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