



PRESS RELEASE

BWH Hotel Group Central Europe

New Sure Hotel in Germany

BWH Hotel Group Central Europe expands its portfolio in Germany: From August 2022, the formerly Amber Hotel Hilden near Dusseldorf will be reopened and marketed as Sure Hotel by Best Western Hilden-Dusseldorf.

Eschborn/Hilden, July 4th, 2022. Sure Hotels in Germany is growing with another property: From August 2022, the new Sure Hotel by Best Western Hilden-Dusseldorf will expand the portfolio of BWH Hotel Group Central Europe in Germany. Previously known as Amber Hotel Hilden, the property comes from the portfolio of Obotritia Hotel SE, which also owns the Best Western Plus Hotel Bautzen in Germany. After its closure in July 2021, due to the terrible flood disaster in North Rhine-Westphalia, the 93-room hotel is expected to reopen in August 2022 after extensive renovation. As a Sure Hotel, it will benefit from the worldwide sales power, central marketing activities and global partnerships of the BWH Hotel Group, which includes the brand families Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group. Launched in 2016, the SureStay Hotel Group brand family, operated in Europe as Sure Hotels, is a fast-growing global hotel brand in the three- to four-star category with a down-to-earth, authentic atmosphere where guests can rely on good comfort and tested quality.

The new Sure Hotel by Best Western Hilden-Dusseldorf is centrally located in downtown Hilden, southeast of the North Rhine-Westphalian state capital Dusseldorf. In addition to 93 rooms, the newly designed public areas with lobby bar and restaurant continue to offer eight renovated, air-conditioned meeting rooms for up to 175 people. Thanks to its convenient location, Hilden is one of the most densely populated municipalities in Germany. Today, it is not only appreciated by large companies, but also offers good general conditions for small and medium-sized enterprises. From the hotel, guests can reach Hilden's pedestrian zone in just a few minutes, where they can discover street cafés and beer gardens as well as the nearby city park.



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"I am looking forward to the renewed cooperation with BWH Hotel Group as an experienced brand partner, with whom we have already been able to position the Bautzen hotel internationally and now also want to successfully advance our operation in Hilden," says Holger Thieme, Head of Hotel Management Obotritia. "We are very happy that the owner has decided to join the house in Hilden to our Sure Hotel by Best Western brand against the background of a global marketing approach and the optimal use of all marketing and sales resources," says Alexander Teichert, Director Hotel Development of BWH Hotel Group Central Europe GmbH, Eschborn. "The new Sure Hotel by Best Western Hilden-Dusseldorf enriches our portfolio, which we are consistently expanding in Germany."

All Fresh and Shining: Reconstruction and Renovation after Flood Disaster

After the former Amber Hotel Hilden was affected by the flood disaster in North Rhine-Westphalia in July 2021, the hotel operations were closed to carry out extensive repair work and renovations. In addition to the lobby area, the restaurant and meeting rooms on the first floor were also restored and equipped with new technology. By means of transparent glass surfaces and light partitions, clear lines and light, warm colors as well as wooden elements, an open feel-good atmosphere was created in the reception area, which is continued in the restaurant, the winter garden and the corridors as well as in the conference center.

The following press picture is available for download:



Caption: The former Amber Hotel Hilden will benefit from the international sales and marketing power of BWH Hotel Group Central Europe from August 2022 as Sure Hotel by Best Western Hilden-Dusseldorf.

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About BWH Hotel GroupSM:

*The BWH Hotel Group*SM 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 4,500 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®, GLō®, 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 48 million members.



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BWH Hotel GroupSM Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 230 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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