



PRESS RELEASE

BWH Hotel Group Central Europe

New Best Western Hotel in Augsburg, Germany

Best Western is arriving in Augsburg, Germany: In a central downtown location in the Bavarian metropolis, BWH Hotel Group Central Europe is expanding its portfolio with the Best Western Hotel Augusta. From April 1, 2022, the 111-room hotel will be launched under the Best Western brand.

Eschborn/Augsburg, Germany, March 8, 2022. The BWH Hotel Group Central Europe is growing with a further addition in Southern Germany: The individually managed Hotel Augusta in Augsburg, Bavaria, has chosen Best Western as brand partner and complements the portfolio of the international cooperation of independent hotels in Germany from April onwards. "With the new Best Western Hotel Augusta in Augsburg, we are securing another important location in Germany. We are very pleased to be represented again in the Bavarian metropolis with our Best Western Hotels & Resorts brand family. The Best Western Hotel Augusta with its 111 spacious rooms, central downtown location and modern conference facilities offers excellent conditions to address both private and business travelers," says Marcus Smola, CEO of BWH Hotel Group Central Europe based in Eschborn, Germany. As part of the worldwide Best Western family, the future Best Western Hotel Augusta will benefit from all sales and marketing services of the global hotel group. This includes central marketing opportunities and global partnerships as well as the strong distribution via the website [bestwestern.de](https://www.bestwestern.de) and the international loyalty program Best Western Rewards with more than 48 million members worldwide.

Downtown Location Near the UNESCO World Heritage Site

The Best Western Hotel Augusta welcomes leisure and business travelers in the heart of the historical city and economic center of Augsburg, directly located in the downtown area and only a few steps away from shops, restaurants and cultural

entertainment facilities. Like the rest of the hotel, the 111 rooms have been continuously renovated, air-conditioned, and modernized in recent years. Today, they welcome travelers in a bright, open ambience and with contemporary design. With their above-average size, they are ideal for a stay with children or for business travelers who appreciate more space. Depending on the category, they also score with a particularly quiet location and a comfortable seating area. Furthermore, guests at the Best Western Hotel Augusta can expect a renovated, redesigned breakfast restaurant and a lobby bar. Five conference rooms with daylight, all of which can be shaded and are air-conditioned are available for meetings and events and can accommodate a total of up to 90 people. The city of Augsburg is not only the economic center of the surrounding region Bavarian Swabia and thus interesting as a business and trade fair location. On top of that, the more than 2,000-year-old Renaissance city also offers great cultural diversity and rich history for a city break. Since 2019, it is officially a UNESCO World Heritage Site, acknowledging the famous historic water management.

The following press picture is available for download:



Caption: Hotel Augusta in the Bavarian city of Augsburg, Germany, offers 111 modern spacious rooms in a central downtown location. The hotel will join the Best Western brand on April 1, 2022, as Best Western Hotel Augusta.



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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®, Vib®, 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.*

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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