



# PRESS RELEASE

BWH Hotel Group Central Europe

## **New Best Western Hotel Opens near Halle, Germany**

*The BWH Hotel Group Central Europe expands its portfolio in Germany and announces the opening of the new Best Western Parkhotel Brehna-Halle. The property is already the third hotel of the German hotel group Orange Hotels & Resort that joins the worldwide network of BWH Hotel Group. The Parkhotel offers 80 rooms, a restaurant, and a hotel bar as well as a large conference center. Furthermore, guests enjoy the hotel's own park and 200 parking spaces.*

**Eschborn / Brehna, 27 June 2022.** BWH Hotel Group Central Europe announces the opening of the new Best Western Parkhotel Brehna-Halle near the city of Halle, Germany. The German hotel group Orange Hotels & Resort, whose portfolio includes a total of 25 hotels in Germany, France, Italy and Hungary, has chosen Best Western as a brand partner again: With the brand affiliation, the Parkhotel benefits from the worldwide reputation and strength of the Best Western brand as well as from comprehensive sales, marketing, and services of the global hotel cooperation. In addition to the Best Western Parkhotel Brehna-Halle, the Best Western Hotel Spreewald in Luebbenau in the Spreewald and the Best Western Hotel Rhoengarden in Poppenhausen from the portfolio of Orange Hotels & Resort already belong to BWH's global network of 4,500 hotels. "With the new Best Western Parkhotel Brehna-Halle, we have integrated a well-respected conference and business travel hotel from the Orange Hotels & Resort portfolio into our Best Western brand family. We are very pleased with this addition, which will allow us to further strengthen our presence in Central Germany in the important economic triangle of Halle - Leipzig - Dessau," said Alexander Teichert, Director Hotel Development BWH Hotel Group Central Europe. "With Best Western, we have a strong partner of international recognition at our side, with whom we have already been working successfully for several years. We are sure



Page 2 of 4 of Press Release: New Best Western Hotel Opens near Halle, Germany

that together we will efficiently exploit the full potential that the new Best Western Parkhotel Brehna-Halle offers for corporate as well as private travelers, and meeting and event guests," said Yvonne Schnell, Operation Manager Orange Hotels & Resort.

**Green Oasis with Excellent Accessibility.**

The Best Western Parkhotel Brehna-Halle welcomes its guests with 80 rooms, which were renovated, redesigned, and equipped with new furniture before the brand connection. The restaurant as well as the hotel bar and the spacious lobby area have also received a facelift in design and equipment. For conference guests and events, the Parkhotel Brehna has a meeting area with a spacious meeting room of 140 square meters and six breakout rooms of 25 square meters each. Furthermore, guests can use the extensive park area including a running track to relax in the green or to get some fresh air during the conference breaks. 200 parking spaces directly at the hotel are also available. The Best Western Parkhotel Brehna-Halle is conveniently located near the A9 and A14 freeways in the Halle - Leipzig - Dessau business triangle and not far from Leipzig/Halle Airport. The nationally known outlet center "Halle-Leipzig - The Style Outlets" is located in the immediate vicinity of the hotel. Furthermore, the region also offers some highlights for vacation guests, such as the extensive landscapes of the Dübener Heide or the UNESCO biosphere reserve Mittelelbe.

**Press contact at the Hotel:**

Best Western Parkhotel Brehna-Halle  
Jenny Penev, General Manager  
Thiemendorfer Mark 2, 06796 Sandersdorf-Brehna, Germany  
Telefon: +49 (0)3495 4650  
Email: [info@parkhotel-brehna.bestwestern.de](mailto:info@parkhotel-brehna.bestwestern.de)  
Internet: [www.bestwestern.de/hotels/Sandersdorf-Brehna](http://www.bestwestern.de/hotels/Sandersdorf-Brehna)

**The following press picture is available for download:**



*Caption: BWH Hotel Group Central Europe is growing further and announces the opening of the new Best Western Parkhotel Brehna-Halle.*

**Download PRESS RELEASES and PRESS IMAGES:**  
**[www.bestwestern.de/presse](http://www.bestwestern.de/presse)**

***About BWH Hotel Group***<sup>SM</sup>:

*The BWH Hotel Group*<sup>SM</sup> 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®, Vtb®, GLö®, 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 Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group<sup>SM</sup> offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well



Page 4 of 4 of Press Release: New Best Western Hotel Opens near Halle, Germany

as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 48 million members.

*BWH Hotel Group<sup>SM</sup> 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](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://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.*

**Further information and press contact:**

**BWH Hotel Group Central Europe GmbH**

*Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxembourg | Slovakia | Slovenia | Switzerland*

Anke Cimbäl, Head of Corporate Communications  
Sophie Elise Pauly, Manager Corporate Communications  
Frankfurter Strasse 10-14, 65760 Eschborn, Germany  
Tel. +49 (61 96) 47 24 -301  
E-Mail: [presse@bwhhotelgroup.de](mailto:presse@bwhhotelgroup.de)  
Internet: [www.bestwestern.de](http://www.bestwestern.de) [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de)