



# PRESS RELEASE

BWH Hotel Group Central Europe

## New Hotel in Bremerhaven, Germany

*BWH Hotel Group Central Europe has a new property in Bremerhaven, northern Germany: The Liberty Hotel Bremerhaven has opted for the BW Signature Collection by Best Western, a brand collection of the international group. The hotel will benefit from the international sales and marketing strength of BWH Hotel Group and its Best Western Hotels & Resorts brand family. The Liberty Hotel Bremerhaven belongs to the German Raphael Hotel Group, which operates four other Best Western hotels in Hamburg and Schwerin.*

**Eschborn/Bremerhaven (Germany), March 20, 2023.** New hotel for BWH Hotel Group Central Europe in the north of Germany: The Liberty Hotel Bremerhaven complements the portfolio of individual hotels for private and business travelers. In order to benefit from all global marketing and sales measures of the international group, the hotel has opted for a brand collection of the BWH Hotel Group: the BW Signature Collection by Best Western. This collection presents independent upscale hotels, which come up with a special design concept. The selected hotels appear brand-independent to the outside world, but at the same time benefit from the marketing and sales strength of the global group, its well-known brand family Best Western Hotels & Resorts as well as from the worldwide customer loyalty program Best Western Rewards. The Liberty Hotel Bremerhaven is part of Raphael Hotels, based in Hamburg. The partnership of the Raphael Group with the BWH Hotel Group already exists successfully for four other establishments: the Best Western Plus Hotel St. Raphael, the Best Western Raphael Hotel Altona and the Best Western Hotel Hamburg International, all in Hamburg, as well as for the Seehotel Frankenhorst in Schwerin, BW Signature Collection by Best Western.



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### **A symbol of freedom: THE LIBERTY Hotel Bremerhaven**

With 98 rooms, The Liberty is a design-oriented themed hotel in Bremerhaven, northern Germany, located on the historic site at the New Harbor, where more than seven million emigrants left Europe between 1830 and 1974 to seek their fortune in the New World. From the quay at the "New Harbour" they left their homeland behind and, full of hope for freedom and a better life, set off by ship for the United States. The four-star superior hotel symbolizes this history of the emigration city of Bremerhaven by means of the architectural form of an ocean liner; open balconies reflect the theme of freedom. At The Liberty Hotel, which is now a member of the BW Signature Collection by Best Western, guests are quickly infected by the feeling of freedom and enjoy not only the history of Bremerhaven but also many culinary highlights during their stay. Drinks and cocktails as well as over 60 types of gin are served in the "New York Bar" or on the terrace on the fifth floor. In the evening, guests feast on fine Mediterranean cuisine in the hotel's own "Mulberry Street" restaurant, inspired by the diversity of the street of the same name that runs through Little Italy to Chinatown in New York City's Manhattan borough. Phillip Probst, the creative head of the restaurant, wants to use his experience in top gastronomy to bring the first star to Bremerhaven - in the stylish "Fine Dining by Phillip Probst," which is directly connected to the hotel restaurant. In the colorful "Miami Spa" on the top floor with a view of Bremerhaven's New Harbor and the Weser River, travelers can escape their daily routine in the sauna, relax in the relaxation room or work out on the various cardio machines in the fitness area. The Liberty Hotel's top location near the cruise terminal and within walking distance of the visitor magnets Auswandererhaus and Klimahaus Bremerhaven round off the theme of freedom.

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



*Caption: New in the collection of BWH Hotel Group: THE LIBERTY Hotel in Bremerhaven is now a member of the BW Signature Collection by Best Western and benefits from the global marketing and sales power of the international hotel cooperation.*

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

*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 19 brands across every chain scale segment, from economy to luxury, BWH Hotel Group suits the needs of developers and guests in every market.*

*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.*



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

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