

BEST WESTERN CENTRAL EUROPE
PRESS TRIP | PRAGUE



BEST WESTERN PREMIER HOTEL
ROYAL PALACE * * * * *



Ladies and Gentlemen,

let us bid you a warm welcome as a participant of our press trip!

Join us in the pure luxury of Prague's formidable

Best Western Premier Hotel Royal Palace * * * * *

In this folder you will find all the details of this and all other Best Western - Hotels in the Czech Republic, information about Best Western International as well as an overview of hotel portfolio and services from Best Western Central Europe (BWCE).

As regional part of the world's largest hotel marketing organization Best Western Central Europe provides all services to Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia.

We wish you a pleasant trip and will be happy to answer any further questions,

your BWCE-Team

Ivona Meissner

Manager Member Service

im@bestwestern.at

Best Western Premier Hotel Royal Palace *****

The Best Western Premier Hotel Royal Palace is at the forefront of European Best Western Premier Hotels: As the first 5-star hotel on the European continent and in one of the most interesting cities in the world, the Premier Hotel Royal Palace represents European tradition and modernist architecture in an ideal way. Neo-Renaissance style characterizes the magnificent building of the 19th Century in the historical part of Prague (officially recognised as part of the UNESCO World Heritage since 1993). Significant adaptations were made in 2007 and 2008 to transform the building into the 5-star Best Western Premier Hotel Royal Palace.

Location: Absolute center

Located in the heart of Prague, directly below the Prague Castle and opposite the Wallenstein garden, only a few steps from Malstranské Square and the Charles Bridge, this exclusive hotel impresses with fantastically central location.

Rooms: Ultimate luxury

It's the wonderful view over the Prague Castle, the Vltava or the Old Town which gives distinction to all of the 36 luxuriously decorated rooms at the Best Western Premier Hotel Royal Palace.

They are available in five categories, of course equipped with everything the discerning guest could wish for: Air-conditioning, spacious comfort for beauty and wellbeing - from bathrobes to slippers -, mini bar, safe, LCD TV with cable, satellite and movie channels, direct dial telephone and high speed internet access.

Ambiance: Exclusive elaborateness

The two Presidential Suites, the Senior Suites, Junior Suites, deluxe and standard double rooms at the Best Western Premier Royal Palace have been conceptualised by renowned designers to create an individual and exclusive chateau-style atmosphere.



Services: Pleasure for all senses

The gourmet restaurant at the Best Western Premier Royal Palace - committed to only the best in ingredients and inspiration - provides an innovative combination of traditional and modern cuisine with Czech as well as international influences.



The spacious wellness area with sauna, jacuzzi and full gym encourages to fitness activities or invites to relaxing - for example after a long walk along the romantic banks of the Vltava.

Details: Good to know

Address and contact:

Letenska 11, 118 19 Prag, Tschechische Republik

T:+420 224811-281, F:-287, royalpalace@bestwestern.at,

www.bestwestern.at/royalpalace



Prices and conditions:

SR from EUR 140,00, DZ From EUR 150.00,

1 child <12 stays free in room with 2 adults

Best Western Rewards:

Points needed for a free night: 36,000

Best Western Advance:

Units needed for a free night: 9



Details:

Lift, bar, restaurant, facilities for the disabled, facilities for children, pets allowed, rooms with air conditioning, LCD TV with cable, satellite and movie channels, direct dial telephone and high speed internet access, mini bar, AM / FM clock, shaving mirror and beauty mirror, hairdryer, bathrobe and slippers, safe available, fitness center, whirlpool, sauna, public parking (free), private parking (fee).



Best Western - Hotel tourism in the Czech Republic

A total of 17 houses (9 alone in Prague, 13 4-star hotels), including 4 exclusive Premier hotels, among them the first 5-star hotel in Europe: Apart from Austria the Czech Republic shows the largest number of Best Western member hotels in the CE and underlines the success of BWCE.

Despite a clear impact of the economic crisis on this small exporting nation not only industry but also tourism see a positive effect of the Czech currency's devaluation: Journeys and short trips to the Czech Republic currently are a bargain for tourists from the euro area.

And there's much to a trip to the Czech Republic: Arts, culture and architecture, Prague with its pulsating tension between medieval and 21st century, romantic towns, relaxing spas or the pristine nature of the Šumava National Park ... and of course, the Best Western hotels with the best selection of the most interesting destinations:

Prague	Best Western Premier Hotel Royal Palace * * * * *
	Best Western Premier Hotel Kinsky Garden * * * * *
	Best Western Premier Hotel Majestic Plaza * * * * *
	Best Western City Hotel Moran * * * * *
	Best Western Hotel Bila Labut * * * * *
	Best Western Hotel Kampa * * * * *
	Best Western Hotel Meteor Plaza * * * * *
	Best Western Hotel Selský Dvur * * * * *
	Best Western Hotel PÁV * * * *
Beroun	Best Western Hotel Grand * * * * *
Brünn	Best Western Premier Hotel International Brno * * * * *
	Best Western Hotel A-Austerlitz * * * *
Karlsbad	Best Western Hotel Avita * * * * *
Kašperské Hory	Best Western Aparthotel Sumava 2000 * * * * *
Pilsen	Best Western Hotel Panorama * * * * *
Uherske Hradiste	Best Western Hotel Grand * * * *
Ústi nad Labem	Best Western Hotel Vladimir * * * * *



Best Western - The world's largest hotel chain

Best Western International - More than 60 years of quality and individuality

Best Western is the world's largest marketing cooperative of private hotels. 4,200 member hotels (including over 2,000 in the U.S., in Europe about 1,200) combine the warm hospitality of individual private hotels with international standards of a global hotel chain. Additionally Best Western also is the largest single brand in hotel tourism.

Founded 1946 by American hoteliers as a cooperation for "best quality" hotels, Best Western now stands for a really successful concept: "Always the right hotel at the right place at the best price". Best Western offers city and resort hotels, conference, spa and sports, family, designers and business hotels (3-5-star) at the most interesting destinations in the world.

Best Western Central Europe - A leader in Austria, dynamic in Central Europe

As regional part of the world's largest hotel marketing organization Best Western Central Europe provides all services to Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia and is Austria's largest single brand with 28 Hotels in destinations perfect for business and holidays.

Best Western success - Strict quality control and real individuality

Two complementary success criteria make Best Western a powerful brand for private hotels: Each hotelier is a personal host to his guests, creating an unique individual flair for his hotel. At the same time the "Best Western" brand guarantees strictly controlled quality standards on all levels and in all categories, from the 3-star hotel to the Best Western Premier - hotels, which in addition to well-defined standards (luxury facilities, VIP-Service) are obliged to offer outstanding ambiance and elegant environment frequently revisited by renowned designers and architects.



Best Western - Programs for pleasure

Best Western Rewards - the loyalty program appreciated by over nine million travellers

The name ("BW Rewards") highlights the many benefits: Bonus points are earned right from the start with just one overnight stay and can be converted into free nights, Travel Card credit, travel insurance and other attractive extras.

:: www.bestwestern-ce.com/rewards

Best Western Travel Card - the world's most flexible travel companion

Cocktail, wellness, room - pay any service without the need for cash

Rechargeable from 25 to 1000 euro, with unlimited duration, as a perfect gift in standard card format or ready for any personal or corporate design.

www.bestwestern-ce.com/travelcard

Best Western - Perfekt partner with strong brand

Global FIT - Fitness for tour operators

A single contract for 4200 Best Western hotel allows each operator to issue his corporate voucher without the need for warranty sales or marketing commitments - the ideal solution for customized customer programs and new destinations. Central clearing and the efficient booking via GDS or toll-free via the Best Western reservation centers minimizes any effort.

www.bestwesterndirect.com

Best Services

The Best Western services available to group members include extensive quality assurance programs, marketing and sales assistance and empowerment. All this underlines the brand's assets like quality, coverage, high customer satisfaction and strong image.

memberservice@bestwestern-ce.com



More Best Western hotels in the Czech Republic

Prague | Best Western Premier Hotel Kinsky Garden * * * *

In the exclusive district of Mala Strana, with a view over a vast landscape park, the hotel – a beautifully renovated turn of the century building - offers an unique atmosphere of tranquility and elegance to its guests. All historical sights are within walking distance, public transport are located in close proximity to the hotel. The hotel's restaurant overlooking the Kinsky garden offers a wide selection of Czech, Italian and international specialties. The 62 elegant rooms in exquisite ambience and comfortable are fully equipped including free high speed internet. Of course, conference room, modern technical equipment and individual break service are all available.

www.bestwestern-ce.com/kinskygarden

Prague | Best Western Premier Hotel Majestic Plaza * * * *

The new comfortable style Hotel Best Western Premier Hotel Majestic Plaza is located in one of the most attractive areas of Prague - in the tourist and commercial center, just a few steps from Wenceslas Square. The 4-star luxury hotel with 181 elegant rooms in an exquisite ambience and comfortably equipped including free high speed internet combines two buildings with a cozy interior, one part "Biedermeier", the other "art nouveau". In the middle of the hotel a courtyard with fine grass and beautiful flowers offers the opportunity to relax with coffee and cake. A conference room with daylight and all technical facilities are available to business guests.

www.bestwestern-ce.com/majesticplaza

Prague | Best Western City Hotel Moran * * * *

This charming hotel in a historic building in the center of Prague near the Vltava river is ideal for sightseeing tours: From here most of Prague's attractions are within walking distance. 57 rooms fully equipped including free high speed internet are available. Highlight: The American breakfast: Offering a selection of ten different kinds of tea and six different types of coffee from Italian espresso to traditional filter coffee the buffet leaves no wish unfulfilled. The Hotel Moran has been ranked among the 100 most popular hotels around the world in 2007 and 2008 by the Neckermann guests survey.

www.bestwestern-ce.com/moran

Prague | Best Western Hotel Bilá Labuť * * * *

The Labuť Bilá (White Swan) welcomes its guests with modern comforts and a pleasant atmosphere, quietly located in Prague's business and cultural center. 55 rooms (48 doubles, 6 suites and a room for the physically limited guests) exude the charm of the personal and private hotels and offer full comfort including free high speed internet. The hotel-restaurant with a focus on Czech and international specialties as well as the daytime and evening bar as well as fitness room and guest sauna provide recreation and invite you to enjoy the hotel's services.

www.bestwestern-ce.com/bilalabut

Prague | Best Western Hotel Kampa * * * *

In close proximity to the Charles Bridge and the National Theater this historic house with it's authentically renovated architecture and interior decoration exudes the atmosphere of the 17th Century. Particularly impressive: The Knights' Hall. The former riding school today is one of Prague's most notable restaurants, decorated with historical weapons and decorative objects and offers Czech specialties and international cuisine as well as all possibilities for seminars, events and conferences for up to 250 people. 77 double, 2 triple rooms and 5 singles fully equipped including free high speed internet and stylish salons for families and business meetings. Very romantic: The "Summer Garden" restaurant with views over the beautiful "Certovka" district.

www.bestwestern-ce.com/kampa

**Prague | Best Western Hotel Meteor Plaza * * * ***

First mentioned in 1307, the Meteor Plaza is a traditional hotel in the center of Prague. One of the 88 comfortable rooms fully equipped including free high speed internet also offers a piano - for music lovers and romantics. The charming courtyard, the idyllic garden terrace, the international restaurant and the gothic cellar ("Silenzio") provide an opportunity for companionship and enjoyment with Czech and international cuisine and an excellent selection of wine. For relaxation, tea, cakes and "spirit realm", the charming lobby bar will welcome you. Wellness is the main theme of the "Relax club": Best equipped with sauna, fitness room, whirlpool, solarium, hydro-massage and a massage machine.

www.bestwestern-ce.com/meteorplaza

Prague | Best Western Hotel Selský Dvur * * * *

This family hotel is situated in the tranquil surroundings of Prague, only 20 minutes from the historic center. The 18th - Century hotel building is a protected cultural monument and offers its guests maximum comfort in 30 comfortable rooms fully equipped including free high speed internet. The new conference room offers all modern facilities for seminars and education, a modern wellness center with sauna, solarium, rest benches, Kneipp baths, shower with massage jets, jungle rain and alpine waterfalls is for wellness lovers. The gourmet restaurant with a porch, garden and original mill wheel at the river offers grilled specialties and year-round Czech specialties and fine wines, the bar invites to quiet relaxation and romance.

www.bestwestern-ce.com/selskydvur

Prague | Best Western Hotel Páv * * *

The history of the house runs back to the year 1806 when the main building "Dum U tri kosu" (house of the three blackbirds) was built. Located ideally on the border between Old and New Town, right in the heart of old Prague, the hotel also integrates the world-famous pub "U Fleku". Among the 89 rooms with comfortable furnishings and individual equipment is also one specifically adapted for physically handicapped guests. Additionally there is a conference room with daylight and modern technical equipment for seminars and conferences available.

www.bestwestern-ce.com/pav

Beroun | Best Western Hotel Grand * * * *

The Best Western Hotel Grand is located in the center of the royal town of Beroun, just 18 km from Prague on the motorway D5 which connects Prague, Pilsen and Nuremberg. Beroun with its many palaces, castles and the natural beauty of the surroundings ranks among the most attractive destinations of the Czech Republic. The completely renovated hotel offers 100 fully equipped rooms also with free high speed internet, an elegant restaurant, excellent conference facilities in four meeting rooms and a conference room - all equipped with the most modern and comprehensive technology.

www.bestwestern-ce.com/grandberoun

Brno | Best Western Premier Hotel International Brno * * * *

Centrally located in the historic district of the city between St. Peters and Paul's cathedral and the fortress of Spielberg, the modern house is almost within the pedestrian zone and has already hosted guests such as the English Queen Elizabeth II. 254 rooms with exquisite ambience and fully equipped including free high speed internet pamper hotel guests. The "Lucullus" restaurant (international cuisine, barbecue, sushi and wine cellar with more than 150 wines), "Pilsen" restaurant (with kitchen and Moravian Pilsner Urquell beer) and the "Siesta Bar invite for culinary pleasures while conference center offers two linkable conference halls with 250 and 350 seats and five meeting rooms, all of them full equipped with conference technology. A wellness area with pool, hot tub with salt water, steam bath, Finnish and infra sauna, two solariums and massage as well as the "Fitzone" with indoor Bicycles, gym, aerobics room and Ricochet provide all services for recreation and fitness.

www.bestwestern-ce.com/international

**Brno | Best Western Hotel A-Austerlitz * * * ***

The Best Western Hotel A-AUSTERLITZ is a modern hotel in a neoclassic building, just a short walk from the center of Brno's trade fair and offers 28 double rooms and 4 suites equipped with all comfort. The panorama café "Café 1805" in the 5th Floor with views over the city and Svatka River and the restaurant "KAVALERIE" ensure the physical well-being of guests while the hotel's own sauna and massage provide relaxation.

www.bestwestern-ce.com/a-austerlitz

Carlsbad | Best Western Hotel Avita * * * *

In the Czech Republic's largest and most famous spa "Carlsbad" the newly opened Best Western Hotel AVITA is located in a quiet area only a few steps from the pedestrian zone, the world-famous Kollonnaden and the thermal springs. Known for its regional and international gourmet cuisine the restaurant will pamper you perfectly. With its 18 comfortable rooms fully equipped including free high speed Internet, a spacious wellness area and beauty of an affiliated clinic, massages, baths in thermal water and beauty of many applications, the Best Western Hotel AVITA is the ideal choice for a relaxing and peaceful stay in Carlsbad.

www.bestwestern-ce.com/avita

Kašperské Hory | Best Western Aparthotel Sumava 2000 * * * *

The Best Western Aparthotel Šumava 2000 is located in Europe's largest natural park, the Šumava National Park, including what is called "the green roof of Europe". While the region has been a magnet for visitors from the surrounding area, it increasingly attracts the international tourism. Hotel and surrounding area offer the best conditions for all sports. The 13 comfortable rooms fully equipped including free high speed Internet, sports and relaxation center with sauna, whirlpool, fitness room, solarium, and the turbo solar-heated outdoor swimming pool are ideal for families and holiday vacations.

www.bestwestern-ce.com/sumava

Pilsen | Best Western Hotel Panorama * * * *

Romantically located at a small lake at the park Kosutka the Panorama Hotel in Pilsen is quiet and yet near the city center. 24 rooms and 3 suites, each fully equipped including free high speed internet are known as a charming setting for wedding parties: The restaurant and its terrace, the perfect wedding menus, the full service with photographer, live music and much more and of course the special wedding room guarantee a memorable wedding day. For "everyday life" the Panorama offers a cozy restaurant with Czech and international grill and specialties and an extensive selection of wine - all highly valued by gourmets.

www.bestwestern-ce.com/panorama

Uherske Hradiste | Best Western Hotel Grand * * *

Uherske Hradiste is the cultural and economic center of the "Slovakia" region, located in the southeastern of the Czech Republic. As the first international hotel in town the Best Western Grand Hotel offers 54 rooms (25 singles, 26 double rooms and three suites) with full comfort including free high speed internet. The elegant restaurant with its exquisite wines, international cuisine and regional specialties invites to relaxing evenings in a pleasant atmosphere.

www.bestwestern-ce.com/granduh

Ústí nad Labem | Best Western Hotel Vladimír * * * *

The newly renovated hotel in the heart of the city of Ústí nad Labem (Usti on the Elbe, the center of northern Bohemia) is equally suited for business tourists as it is the ideal starting point for exploring the sights of the city and its surroundings. 60 rooms (three rooms specially adapted for physically handicapped guests) fully equipped including free high speed internet and conference rooms for up to 350 people will be supplemented by further amenities: Atmospheric unique hotel restaurant, quiet bar and café offer an elegant setting for each stay.

www.bestwestern-ce.com/vladimir