

BEST WESTERN CENTRAL EUROPE  
PRESS TRIP | PRAGUE



**BEST WESTERN PREMIER HOTEL MAJESTIC PLAZA \* \* \* \***



Ladies and Gentlemen,

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

Join us in the pure luxury of Best Western Central Europe's exclusive premium hotel

**Best Western Premier Hotel Majestic Plaza \* \* \* \***

In this folder you will find all the details of these 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 of 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

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## Best Western Premier Hotel Majestic Plaza \*\*\*\*

The Best Western Premier Hotel Majestic Plaza in its true and timeless beauty presents the arts and crafts of “Biedermeier” and “Jugendstil” complementing each other perfectly.

The unique setting of the hotel blends two buildings into one fine unity: The birthplace of world-famous czech writer Jaroslav Hašek (Dobrý voják Švejk / The Good Soldier Švejk) with classy painted ceilings and Biedermeier-style furniture -

the other building dating back to the beginning of the 20<sup>th</sup> century being one of Prague's first office buildings, characterized by its stringent “Jugendstil” appearance and design - both buildings linked together by a beautiful courtyard with abundant flowers and relaxing atmosphere.

### Location: Desirable and perfect

The Best Western Premier Hotel Majestic Plaza is located in the very centre of Prague just a few steps from the famous Wenceslas Square.

### Rooms: Grand arts and style

Sensibly decorated in “Biedermeier”-style (50) and “Jugendstil” design (131), all 181 rooms offer luxurious ambiance and exclusive comfort for their demanding guests:

As superior double room, superior twin room, executive double room or apartment, they are equipped with individually adjustable air-conditioning, internet connection, LCD TV-SAT, radio, alarm clock, minibar, coffee & tea making facilities, safe deposit box, writing desk and chair.

The elegant bathrooms are decorated in a contrasting black & white style, which includes a spacious bathtub with shower, hairdryer and complimentary toiletries.

Majestic Panorama Club rooms on top floor offer free use of sauna and whirlpool and an unforgettable panoramic view of all major historical Prague monuments as Prague Castle from its own terrace.



**Culinary art: International and delightful**

The Best Western Premier Hotel Majestic Plaza's guests choose from a wide range of dining in two exclusive restaurants offering international, thai, italian and traditional czech cuisine and two relaxing international bars: The restaurants "Asmera" and "Victoria", the "Havana Club" and the Majestic Lobby bar. As of the "Asmera", this restaurant is full of history reminiscing the golden era of the beginning of the 19th century. All this is underlined with reproductions of Alfons Mucha's paintings, decorative marble features as well as original vaults and ceilings decorated with stucco art.

**Conference rooms: Spacious and pleasant**

Vaulted top ceilings with wonderful paintings decorate the hotel's conference facilities: "Majestic I" (78m2) with day light and state of the art audio and multimedia equipment is situated on ground floor with direct entrance from the Skolska street. Up to 80 participants can be seated in theatre set-up. Majestic II+III (90m2, ground floor, up to 100 pax) can be separated individually by a moveable wall system and have direct access to the courtyard terrace, ideally suited for coffee breaks.

**Details: Good to know***Address and contact:*

Štěpánská 33, 110 00 Praha, Czech Republic

Phone: +420-221-486 100, +420-221-486 450 | Fax: +420-221-486 486

E-mail: [majesticplaza@bestwestern.at](mailto:majesticplaza@bestwestern.at) | Web: [www.bestwestern.at/majesticplaza](http://www.bestwestern.at/majesticplaza)

*Prices and conditions:*

Single room from: 200

Double room from: 210 (1 child under 12 free of charge in room of 2 paying adults)

Best Western Rewards Points needed for a free night: 24,000

Best Western Advance Units needed for a double room/night: 8

*Details:*

Restaurant, bar, elevator, meeting rooms, internet access, pets allowed, on request: sauna, whirlpool, own car park (fee), garage, minibar, air-condition, facilities for disabled persons, hairdryer, safe, casino in town



## 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 21th 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 * * * * *
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](http://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](http://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 centres minimizes any effort.

[www.bestwesterndirect.com](http://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](mailto: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 tranquillity 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](http://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 cosy 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](http://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](http://www.bestwestern-ce.com/moran)

### Prague | Best Western Hotel Bílá Labuť \* \* \* \*

The Labuť Bílá (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](http://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 its 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](http://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](http://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](http://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](http://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 it's 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](http://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](http://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 Svratka 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](http://www.bestwestern-ce.com/a-austerlitz)

**Kašperské Hory | Best Western Aparthotel Šumava 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](http://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 cosy restaurant with Czech and international grill and specialties and an extensive selection of wine - all highly valued by gourmets.

[www.bestwestern-ce.com/panorama](http://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 south-eastern 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](http://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](http://www.bestwestern-ce.com/vladimir)