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Best Western Hotels & Resorts Opens Spectacular Upscale Hotel in Malaysia's Genting Highlands

Best Western Hotels & Resorts presents a new hotel in Malaysia: The Best Western Premier Ion Delemen is located in the Genting Highlands in the center of the peninsula and has 246 rooms. On April 26 the hotel was officially opened in Bentong.

Bangkok - May 22, 2017. The brand new Best Western Premier Ion Delemen opened on April 26, 2017 and is nestled in the lush jungle-clad hills of Pahang state, the center of the Malay Peninsula. In addition to providing the perfect natural retreat for both Malaysian and international visitors, the new hotel is on the doorstep of Genting's Resorts World, which features a large theme park, casino and Malaysia's longest cable car ride. The world's first 20th Century Fox World theme park is also a nearby attraction and is scheduled to welcome visitors later this year.

Best Western Premier Ion Delemen is operated by Ion Delemen Hospitality Sdn Bhd, a subsidiary of the NCT Group of Companies. It forms part of the Ion Delemen development, which is expected to fully open in 2018 and will include an international wellness center.

"The Genting Highlands is becoming a must-visit destination, not only for Malaysian travelers wanting a break from the city, but also for a rising number of international guests," said Olivier Berrivin, Best Western Hotels & Resorts' Managing Director of International Operations - Asia. "With beautiful natural scenery, an array of world-class attractions and the 20th Century Fox World on track to open this year, there are now multiple reasons to visit.

"Our impressive new hotel, Best Western Premier Ion Delemen, provides contemporary and stylish upscale accommodation for visitors. And with its outstanding collection of premium facilities and incredible setting, this property is likely to become a destination in its own right," Olivier added.

Best Western Premier Ion Delemen offers a collection of 246 rooms, ranging from studios to one-, two- and three-bedroom suites, featuring separate living areas, bedrooms and kitchenettes. All rooms will offer modern amenities including flat-screen TVs, international power outlets and complimentary Wi-Fi, spacious bathrooms and large windows that overlook the lush mountains.

This brand new hotel also incorporates a vast array of amenities, including multiple restaurants and bars, many of which offer floor-to-ceiling windows and alfresco seating areas that merge seamlessly with the natural surroundings. There is also a sky garden, a heated infinity-edged swimming pool, luxurious spa, fully-equipped fitness center, children's play area, and extensive space for conferences and events.

Guests will also be able to access the Genting Highlands' many other attractions – including Resorts World – using the hotel's complimentary shuttle bus service.

Following the launch of the new hotel, Best Western Hotels & Resorts now operates three properties in Malaysia, located in Shah Alam, Petaling Jaya and the Genting Highlands. This exciting new hotel also marks the return of the upscale Best Western Premier® hotel brand to Malaysia.

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About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global

network of 4,200* hotels in more than 100* countries and territories worldwide. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, BW Premier Collection® and GL . Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including nearly sixty percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2016, Business Travel News® ranking Best Western Plus and Best Western in the top three upper-mid-price and mid-price hotel brands for three years in a row, and Best Western receiving five consecutive Dynatrace® Best of the Web gold awards for best hotel website. Best Western has also won eight AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA's 56 million members in the U.S. and Canada. Nearly 30 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. Best Western's partnerships with AAA/CAA and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Through its partnership with Google® Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

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

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Media contact:

Marketing Communications Department
Best Western Hotels and Resorts – Asia
Tel: +66 2 656 1260

Sirimanas Maungrod
Email: sirimanas.maungrod@bestwestern.com