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Best Western Hotels & Resorts acquires Sweden Hotels

Best Western Hotels & Resorts Scandinavia has acquired Sweden Hotels and is forming Sweden's largest hotel chain. Together, the chains offer a network of 180 hotels in Scandinavia.

Stockholm, May 23rd 2017. Best Western Hotels & Resorts Scandinavia has acquired Sweden Hotels. The motive of the acquisition is to strengthen the competitiveness of the chains and create a stronger platform to drive industry development in terms of distribution, digitalization, customer relations and purchasing. Together, the chains will offer a network of 135 hotels in Sweden and a total of 180 hotels in Scandinavia.

Best Western Hotels & Resorts and Sweden Hotels share a common vision and idea; to make privately owned and individual hotels more successful through collaboration, while offering guests a more personal and local alternative. Through the acquisition, Sweden Hotels gain access to Best Western's modern digital platform, distribution system and loyalty program.

"I am delighted for Sweden Hotels to become a part of Best Western Hotels & Resorts", says Jenny Bänisch Larsson, Chairman of the Board, Sweden Hotels. "The merger with Best Western means we are now able to provide the hotels with even better support in terms of distribution, marketing, purchasing and sales."

"The acquisition of Sweden Hotels is a strategically important deal and a logical development for us", comments Johan Kukacka, CEO of Best Western Hotels & Resorts in Scandinavia. "As Sweden's largest hotel chain, we will be even better positioned to successfully develop the chain in the future, and to deliver even stronger results for our hotels."

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The following press picture is available for download:

Caption: Best Western Hotels & Resorts has acquired Sweden Hotels and is forming Sweden's largest hotel chain. On the picture: Sweden Hotel Continental in Halmstad

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About Best Western Hotels & Resorts:

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

network of more than 4,200 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. 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®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. Around 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. More information: www.bestwestern.de and www.bestwestern.com

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