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New Best Western Hotel Opens In Wiesbaden

The new Best Western Hotel Wiesbaden, Germany, opens in December in Wiesbaden. The modern three-star superior hotel with 165 rooms is located in the newly developed VERSO quarter at Wiesbaden's main railway station and is leased and operated by B.W. Hotel Betriebsgesellschaft.

Eschborn / Wiesbaden (Germany), 4 December 2018. The new Best Western Hotel Wiesbaden will be opened in mid-December in Wiesbaden, Germany. The modern three-star superior hotel with 165 rooms on five floors is located in the heart of the Hessian state capital. The hotel is leased and operated by B.W. Hotel Betriebsgesellschaft, based in Eschborn. "We are pleased to be able to welcome our guests in the modern new property in Wiesbaden", says Roman Schmitt, CEO of the hotel operating company B.W. Hotel Betriebsgesellschaft, which already successfully operates Best Western Hotels in Bad Mergentheim, Bremen, Muenster and Giessen, all in Germany. "In order to optimally market the hotel nationally and internationally, we are opening the hotel with the Best Western brand," explains Schmitt. "With the well-known brand as a partner, we benefit from the worldwide sales and reservation system as well as from the comprehensive marketing activities. Our committed local team and the support of our brand partner will guarantee the future success of the hotel," says Schmitt. Best Western Hotels & Resorts is a group of individual, independently managed hotels that includes about 200 private hotels in Germany.

The new Best Western Hotel Wiesbaden offers a total of 165 air-conditioned rooms in four room types from 18 sqm to 32 sqm. In addition, the hotel offers an apartment with a size of 42 square meter in the uppermost floor with its own exclusive 80 square meter roof terrace. All rooms of the business and city hotel have floor-to-ceiling windows and are equipped with state-of-the-art technology and a high-quality double bed. Indirect light creates warmth, timeless and homely elements create a feeling of home. The open lobby with hotel reception, bar and breakfast area is the heart of the hotel and creates flowing transitions for working and relaxing. The casual bar-bistro concept offers guests snacks and refreshing drinks. In addition, an adjoining fitness area has been created in the hotel. The hotel's furnishings reflect the American roots of Best Western. Classic motifs such as Monument Valley and other well-known motifs adorn the walls of the rooms, and pictures of manatees from Florida welcome guests in the shower. Each room is equipped with high-quality 43 inch Smart TVs, large desks and free W-LAN as in the entire house. An underground car park offers 110 places for the guests.

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The following press pictures are available for download:

The new Best Western Hotel in Wiesbaden: The modern three-star superior hotel with 165 rooms opens in December.

In the shower with the sea cow - the bathrooms in the new Best Western Hotel Wiesbaden show pictures of the water mammal Manati living in Florida.

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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 approximately 4,000 hotels in more than 90 countries worldwide. Best Western offers 13 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÄ«b®, GL , Executive Residency by Best Western®, Sadie HotelSM, Aiden HotelSM, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as Sure Hotel® by Best Western, Sure Hotel Plus® by Best Western and Sure Hotel Collection® by Best Western. All hotels of Best Western Hotels & Resorts are independently owned and operated. 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 Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and at the same time retain their individual style and their entrepreneurial independence.

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. More than 37 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