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## New Best Western Hotel in Bavaria

**A new Best Western Hotel is being built in Bavaria: The new Best Western Hotel Kiefersfelden is scheduled to open by May next year in Kiefersfelden in the district of Rosenheim. The modern hotel will offer 100 guest rooms.**

**Kiefersfelden/Eschborn (Germany), July 4th, 2019.** A new Best Western Hotel with 100 guest rooms is being built in Kiefersfelden in the Upper Bavarian district of Rosenheim. On 27 June 2019, the construction project officially started with the ground-breaking ceremony for the new hotel building on the "Kaiserreich Kiefersfelden" project area, which covers around 40,000 square metres. The hotel is expected to open its doors for the first guests in May 2020 with the name Best Western Hotel Kiefersfelden.

### **Overnight Stay in the "Kaiserreich"**

The interior design of the Best Western Hotel Kiefersfelden is dominated by clear forms and a functional design. At the tourist starting point for exciting discoveries and experiences in the Bavarian and Austrian Alps, near the ski world "Wilder Kaiser", a total of 100 guest rooms in three categories will be created on seven floors. The new tourist centre in the Kaiserreich is thus not only suitable for business travelers, but is also geared towards leisure, group and bus travelers with family and barrier-free rooms. The 40,000 square metre project area "Kaiserreich Kiefersfelden", which is currently being built with an investment of around 45 million euros, also offers gastronomy, entertainment, leisure and hospitality as well as culture. The major project will be realised by the Unterberger Group according to designs by ATP architekten ingenieure, which is active throughout Europe.

### **The following press picture is available for download:**

*With the Best Western Hotel Kiefersfelden, a modern hotel with 100 guest rooms is being built in the Rosenheim district on the "Kaiserreich Kiefersfelden" commercial and leisure area.*

*Ground-breaking ceremony in Kiefersfelden: A new hotel building with 100 rooms is to be constructed on the 40,000 square metre "Kaiserreich Kiefersfelden" project area by May 2020. Richard Dierl, Managing Director of Hotelbetriebsgesellschaft Kiefersfelden GmbH, then plans to market the hotel with the Best Western brand.*

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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 over 4,500 hotels in nearly 100 countries and territories worldwide\*. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden<sup>SM</sup>, Sadie<sup>SM</sup>, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels*

*in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises\*\*. 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. All Best Western, WorldHotels and SureStay branded hotels 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 40 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](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)*

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

*\*\*All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe all hotels of SureStay are branded as Sure Hotels.*

**For further information please contact:**

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