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## **BOUTIQUE HOTEL BRAND AIDEN® OPENS FIRST GERMAN LOCATION IN BIBERACH**

**Edgy, cool and chic - Germany is celebrating the arrival of Aiden® by Best Western. The first hotel of the boutique hotel brand of Best Western Hotels & Resorts is going to open October 2019 in Biberach. The Aiden® by Best Western @ Biberach is privately run hotel with a total of 109 rooms, that will set new trends in the Swabian city. The hotel operator of the new Aiden® by Best Western is Oliver Schreiber, who already successfully manages the Best Western Plus Hotel Atrium in Ulm.**

**Eschborn / Biberach, 30 July 2019.** The new boutique and lifestyle brand Aiden® by Best Western celebrates its debut in Germany: In the Swabian city Biberach, the first Aiden by Best Western in Germany and the Central Europe region will open October 2019. Aiden® by Best Western is a new boutique hotel brand in the lifestyle segment of Best Western Hotels & Resorts, which was launched worldwide last year. The new Aiden by Best Western @ Biberach, which is comprehensively supported in marketing and sales by Best Western is thus part of the global hotel group with 4,500 hotels. The new Aiden by Best Western @ Biberach will offer a total of 97 rooms and twelve apartments. The hotel operator of the new Aiden® by Best Western is Oliver Schreiber, who already successfully manages the four-star Best Western Plus Hotel Atrium with 72 rooms and an adjoining gourmet restaurant in Ulm, and who is also a member of the advisory board of Best Western Hotels Central Europe GmbH. "We are delighted and very proud to be able to operate the very first Aiden by Best Western in Germany at this attractive location. Our hotel will be hip and modern, so the new lifestyle brand fits perfectly to our individual, stylish property", explains managing director Oliver Schreiber. "We are excited to expand the footprint of Aiden to Germany. With Oliver Schreiber, we have a long-standing, highly committed hotelier and entrepreneur in our group who has already proven his success in his Best Western Plus Hotel in Ulm. We are convinced that he will also successfully position the new hotel and our lifestyle brand. Aiden is breaking the mold in the upper midscale boutique segment by catering to today's travelers looking for an inviting space that embodies the personality and spirit of its location", said Marcus Smola, CEO of Best Western Hotels Central Europe GmbH based in Eschborn.

### **The place to be - Living room of the city with urban chic**

With a "boutique-coolness" atmosphere, Aiden® by Best Western provides a lively, engaged and welcoming environment to travelers looking for a hotel that blends hip, casual charm with an eclectic neighborhood feel. No two Aiden® by Best Western hotels are alike with each designed to reflect the unique personality of the community they serve. Built with a variety of needs in mind, thoughtfully designed spaces feature modern amenities and technology to connect today's travelers. Each property distinguishes itself with unique aesthetics, and a chic and modern design while also offering the comfort and friendly service today's traveler desires. The Aiden by Best Western @ Biberach is much more than a normal hotel, it will be a meeting place for locals in the Biberach region with its gastronomic and entertainment offers. The interior design is modern and chic - both in the rooms and in the public spaces. The new Aiden by Best Western @ Biberach offers a total of 109 rooms, including twelve apartments and two sauna suites on the top floor with their own sauna and terrace. There is also an outdoor terrace in the inner courtyard, two conference rooms and a roof-top fitness area. The heart of the hotel will be the spacious lobby area, which offers a hip bar with cool drinks and cocktails as well as high-quality sandwiches and hot bowls. The Open Lobby will be used as an event area for parties, music and entertainment for the local public. "We want to develop our hotel into the "Place to be" in the region and we would like to become our hotel as the living room of the city. Great DJs, concerts and events will turn our hotel into a pulsating meeting place for guests and locals," says hotel owner Oliver Schreiber.

## **Local flair and urban design – new hotel concept for hoteliers and developers**

The Aiden by Best Western @ Biberach is the fourth hotel of the brand worldwide, beside the first hotel in Seoul, Korea, there is so far an Aiden® by Best Western near Paris as well as in Austin / Texas. The new brand Aiden® by Best Western is a new hotel concept in the lifestyle segment in the upper middle class, which was first presented by Best Western Hotels & Resorts at the end of 2018. "Our new Aiden brand deliberately offers hoteliers a high degree of flexibility and individuality in its design concept. Aiden by Best Western are unconventional hotels with urban and contemporary styles that offer, for example, open space lobbies and a bold interior design that is out of the ordinary and does not fit into any existing scheme - hip, trendy and stylish," explains Best Western CEO Marcus Smola. "Modern hotel concepts today are no longer geared to classic target groups, but - in keeping with the spirit of the times - to the mindset of the traveler, his lifestyle and his values. With Aiden® by Best Western, but also with our second lifestyle brand Sadie® by Best Western, we offer hotel developers and hoteliers the opportunity to position their hotels in the dynamic lifestyle segment with our sales and brand power. We give hoteliers the freedom to play with styles, contrasts and emotions. We rely on courageous, exciting hotel concepts that attract people with curiosity, a spirit of discovery and a desire for the unusual," Smola continues.

### **For further information please contact:**

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### **The following press pictures are available for download:**

*The first Aiden® by Best Western in Germany: In the heart of Biberach, the boutique hotel and lifestyle hotel Aiden by Best Western @ Biberach opens October 2019 with 109 rooms.*

**Download PRESS RELEASES and PRESS IMAGES: [www.bestwestern.de/presse](http://www.bestwestern.de/presse)**

### **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.*