

New Hotel for Sure Hotel Collection in Southern Germany

New addition in Baden-Wuerttemberg, Southern Germany: The Hotel Empfinger Hof in Empfingen has joined the Sure Hotel Collection by Best Western. As a member of the brand family of the BWH Hotel Group, the Hotel Empfinger Hof benefits from all sales and marketing services of the global hotel cooperation.

Eschborn, Germany, August 11, 2020. BWH Hotel Group Central Europe announced that in July, the Hotel Empfinger Hof in Empfingen joined the Sure Hotel Collection by Best Western, a collection for independently managed, individual hotels under the roof of the BWH Hotel Group. The four-star hotel in Southern Germany thus complements the group's portfolio with its excellent location between the Black Forest and the Swabian Alb. It provides 40 contemporary and comfortable hotel rooms, five conference rooms and its own restaurant with winter garden and large sun terrace. As a member of the Sure Hotel Collection by Best Western (outside of Europe: SureStay), the hotel continues to operate independently of the brand. But at the same time it benefits from all sales and marketing services and the worldwide conditions of all global partnerships of the hotel cooperation, which includes the brand Sure Hotels (SureStay) as well as the brand families Best Western Hotels & Resorts and WorldHotels Collection. Guests can book via all booking channels of the BWH Hotel Group and can also collect points in the global loyalty program Best Western Rewards. Hotel Empfinger Hof marks the eleventh hotel in Germany to be part of the Sure Hotel Group under the umbrella of the BWH Hotel Group.

Comfortable Stay in Empfingen

The Hotel Empfinger Hof is conveniently located directly on the A81 motorway, only 60 kilometers from Stuttgart and 30 kilometers from Tuebingen. All 40 rooms of the Hotel Empfinger Hof have been gradually renovated over the past two years. The public areas have also been given a fresh coat of paint and were designed in the modern look and feel of the Sure Hotel Collection. Furthermore, the hotel, which is managed by the married couple Petra and Uwe Naeter as director duo, offers five conference and seminar rooms as well as its own restaurant "Singen" with winter garden. The charming landscape between the Swabian Alb and the Black Forest on the plateau of the Neckar Valley is characterized by historical buildings such as the nearby Hohenzollern Castle, which can be explored from the hotel on a hike or by bicycle. For cyclists, the Hotel Empfinger Hof offers special services such as packed lunch, luggage transfer or rental bikes. The Reichenau Monastery and Sigmaringen Castle are also popular nearby destinations. In addition to shorter tours in the surrounding area, the cycle paths Neckartalweg, Hohenzollernweg and Heidelberg-Schwarzwald-Bodensee-Weg also lead via Empfingen.

The following press picture is available:

Caption: New addition to the BWH Hotel Group Central Europe: The Hotel Empfinger Hof has opted for the Soft Brand Sure Hotel Collection by Best Western.

About BWH Hotel GroupSM:

The BWH Hotel GroupSM is an international hotel group headquartered in Phoenix, Arizona, and the umbrella

brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. * BWH Hotel Group offers a total of 18 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM complete the group's brand portfolio. ** BWH Hotel GroupSM offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels RewardsSM with more than 40 million members.

BWH Hotel GroupSM Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: www.bwhhotelgroup.de www.bestwestern.de and 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, SureStay Hotels are managed with the brand Sure Hotels.

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