



BWHSM Hotels to Launch Upscale Brand Best Western Premier[®] in India

Best Western Premier Airport Road Amritsar Will Open in 2025 as the First Best Western Premier in the Country

New Delhi, India (July 26, 2023) BWHSM Hotels will launch its upscale Best Western Premier[®] brand in India in 2025. The company has signed an agreement with Kiwi Hospitality to welcome the **Best Western Premier Airport Road Amritsar** as the very first Best Western Premier in the country. This agreement strengthens BWH Hotels' presence in the market with upscale and lifestyle offerings that cater the needs of today's modern travelers.

Due to open in Q3 2025, the Best Western Premier in Amritsar is conveniently located close to Sri Guru Ram Das Ji International Airport, a prime location within the cultural city. This newly developed area is home to upscale hotels, residential buildings, trendy restaurants and bars, retail outlets and a shopping centre.

The new Best Western Premier hotel will feature 114 well-designed guestrooms, a club floor, ample spaces for meetings and social gatherings, a wide range of food and beverage outlets, including a bar, as well as a swimming pool, fully equipped gym and a spa.

Mr. Atul Jain, Chief Operating Officer, BWH Hotels – India, Bangladesh and Sri Lanka, says: “We are delighted with this new addition to our growing portfolio in India. The Best Western Premier Airport Road Amritsar is the ideal hotel to launch our upscale Best Western Premier brand in the country and will serve as our flagship hotel in Amritsar. Together with Kiwi Hospitality, we are excited to significantly boost BWH Hotel’s profile in Amritsar, a destination that holds great tourism potential.”

Ms. Savita Sharma and Mr. Vinod Sharma, Partners at Kiwi Hospitality, say: "We are thrilled to be partnering with BWH Hotels to bring the first Best Western Premier hotel to India. With ample tourism potential in the city of Amritsar, and BWH Hotels being one of the leading brands in North India / Punjab, we believe that our hotel will deliver an exceptional travel experience as part of the Best Western Premier brand.”

About BWH™ Hotels

BWH Hotels is a leading, global hospitality enterprise comprised of three hotel companies, including WorldHotels™, Best Western® Hotels & Resorts and SureStay® Hotels. The global enterprise boasts approximately 4,300 hotels in over 100 countries and territories worldwide*. With 19 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market.

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

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