

# SureStay by Best Western Set to Debut in Bhubaneswar – Marking a First for BWH Hotels in Eastern India

We are delighted to announce the signing of **SureStay by Best Western Bhubaneswar**, marking a significant milestone as BWH Hotels prepares to enter Eastern India.

Opening its doors in 2028, this upcoming property in Temple City of India will bring the trusted SureStay by Best Western promise of clean, comfortable accommodations and dependable service to the religious yet fast-evolving city of Bhubaneswar. Thoughtfully designed to cater to both business and leisure travelers, the hotel will feature approx. 45 rooms, a restaurant & bar, meeting room and a swimming pool - offering a well-rounded experience aligned with the growing demand for quality hotels.

**SureStay by Best Western**, which is a part of the broader **SureStay Hotel Group**, also includes **SureStay Plus**, **SureStay Studio**, and **SureStay Collection** - each created to deliver consistent value and guest satisfaction across a range of travel needs.

With a **global presence of more than 400 SureStay by Best Western hotels**, and **4 currently operational in India**, this Bhubaneswar hotel becomes the **fifth SureStay by Best Western in the India pipeline**—bringing the **total number of SureStay-branded hotels in India to 9**. This reflects the strong momentum and growing preference for the SureStay by Best Western hotels among travelers and developers alike.

**Mr. Atul Jain, the Chief Operating Officer of BWH™ Hotels** for India, Bangladesh, and Sri Lanka, expressed his enthusiasm and optimism regarding the much-anticipated Signing of **SureStay by Best Western Bhubaneswar**. " The arrival of BWH Hotel in the culturally vibrant city of Bhubaneswar marks a proud milestone in our ever-expanding portfolio. With a prime address and a promise of refined hospitality, we aspire to elevate the very essence of BWH Hotels”

## 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 4,500 hotels in over 100 countries and territories worldwide. With 18 unique brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market as each brand offers its own personality and style.

BWH Hotels brands include WorldHotels brands: WorldHotels Luxury, WorldHotels Elite, WorldHotels Distinctive, and WorldHotels Crafted; Best Western Hotels & Resorts brands: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vib®, GLō®, Aiden®, Sadie®, BW Premier Collection®, @HOME by Best Western<sup>SM</sup>, and BW Signature Collection®; and SureStay Hotels brands: SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup>.

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

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