

Press Release

BEST WESTERN SIGNS WITH SWARN TOWERS, THE ICONIC HOTEL OF BAREILLY

New Delhi, India (DATE) – BWH Hotels India announced the signing of Best Western Swarn Towers Bareilly, the city’s iconic landmark hotel. This partnership marks the brand’s 10th hotel in Uttar Pradesh, strengthening its presence in one of India’s fastest-growing hospitality markets.

Bareilly—known as the “City of Jhumka” and celebrated for its cultural heritage and rising commercial significance—emerges as a strategic destination for the brand. The upcoming hotel will enjoy a prime location on the Civil Lines, just 200 meters from the railway station and 13 km from Bareilly Airport, offering excellent connectivity for business and leisure travellers alike.

With a legacy of over 30 years, Swarn Towers has been a cornerstone of Bareilly’s hospitality, renowned for its service and commitment to excellence. By joining hands with BWH Hotels, a global portfolio of over 4,300+ hotels in more than 100+ countries, this collaboration combines the rich local heritage of Swarn Towers with international standards, poised to elevate the guest experience to new heights.

“Our vision is to introduce Bareilly to a new era of hospitality—where global standards, innovative services, and personalized experiences come together to delight every guest.” **said Atul Jain, COO, BWH Hotels South Asia.**

This upcoming property will feature 50 premium rooms, a restaurant, bar, and versatile banqueting and meeting spaces, making it a hub for hospitality, business, and community engagement. The hotel is slated for launch in 2026, promising a unique blend of local legacy and international luxury in the heart of the city.

Commenting on the partnership, **RS Juneja, Director, Hotel Swarn Towers said:** "For over three decades, Swarn Towers has been part of Bareilly’s story. By joining the BWH Hotels family, we look forward to redefining guest experiences while staying true to the warmth and legacy that make this hotel special."

This partnership underscores BWH Hotels’ dedication to crafting meaningful travel experiences that merge global standards with Indian warmth, while expanding its footprint across Uttar Pradesh.

About BWHSM 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 plus hotels in over 100 countries and territories worldwide*. With 18 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.

Media Contact: Sarika Stephen

Sarika.stephen@bwhindia.in

Sorrel Hospitality Private Limited

(Master Licensee of BWHSM Hotels in India, Bangladesh & Sri Lanka)

Uppals Plaza, 6H, 6th Floor, M6, Jasola District Centre, Delhi 110025 India

P: (91) 11 4595-4444 E: mail@bwhindia.in W: bwhindia.in

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