

THE SAMLESBURY HOTEL JOINS BEST WESTERN PLUS DECEMBER 2016

The Samlesbury Hotel in Preston has joined the Best Western Plus brand following a business decision to raise the hotel's profile on a local level.

From December 2016, the 86 bed hotel, which has one restaurant and eight meeting and conference rooms, which includes the Canberra Suite, will trade as a Best Western Plus and will continue to be managed by owners Squire Hotels. The current staff will stay, including hotel manager Hayley Lane, and will be part of the Best Western Plus brand providing services to leisure guests and also business professionals with the Canberra Suite being able to hold up to 220 guests.

Jodi Masterson, director of operations for Squire Hotels said: "It's a huge achievement for the hotel to become a Best Western Plus and be associated with such a recognisable, worldwide brand which will allow us to grow the Squire Hotels brand too.

"The move also means it's a great opportunity to be a part of a larger sales and marketing organisation and allow people on a local level as well as a national level, to see what facilities the Samlesbury Hotel has to offer."

Best Western is the largest collection of independently owned and family run hotels in Great Britain and the Samlesbury Hotel is currently the only Squire Hotels venue that has made the move to a Best Western Plus.

Rob Payne, CEO of Best Western GB comments: “We’re delighted to welcome Best Western Plus Samlesbury Hotel into the Best Western Hotels and Resorts portfolio in Great Britain.

"The venue is superbly placed for business travellers and leisure guests alike, and we are sure our customers will love this property.

"The Best Western Plus Samlesbury Hotel is the eleventh property we have launched in the last 12 months across all our brands, making Best Western the largest collection of proudly independent hotels in Great Britain.”