

# **BEST WESTERN® HOTELS & RESORTS CELEBRATES GROUNDBREAKING OF Vib® HOTEL IN ORLANDO, FLORIDA**



In a groundbreaking ceremony held Tuesday, March 12, Best Western Hotels & Resorts celebrated the arrival of its upscale boutique hotel brand – Vib – in Orlando, Florida. A perfect reflection of what Best Western offers today's travelers with a stylish design and focus on convenience and technology, Vib Orlando will bring a fresh look and comfortable amenities to the heart of Central Florida's most popular tourism destination.

"We are excited to celebrate the groundbreaking of our innovative and sophisticated Vib brand in Orlando," said Ron Pohl, Senior Vice President and Chief Operations Officer for Best Western Hotels & Resorts. "In a booming hospitality market, Vib will give families and business travelers visiting Central Florida a new upscale option that breaks the cookie-cutter hotel mold and caters to today's contemporary and connected lifestyle."

The 118-room Vib Orlando will feature a combination of modern design and affordable style, with social engagement at the center of the experience. The hotel will feature a stunning rooftop pool, juice bar, a grab-n-go retail store and more. With a focus on convenience and the technology that appeals to young professionals and families, the hotel will have zones for work and play stocked with amenities including ample USB and power ports and gaming stations. The hotel lobby will also be home to an upscale bar featuring fruit-infused signature cocktails.

"We are thrilled to begin construction on Vib Orlando," said Shakeel Syed, the hotel's Owner. "This is a great opportunity to bring today's Best Western to the Orlando hospitality scene, and we look forward to welcoming guests from around the world at our innovative new hotel."

Located at 6805 Visitors Circle, the hotel will be an optimal spot for travelers looking to explore the area, near popular attractions like ICON Orlando, where guests can get a birds-eye view of the surrounding area, and less than three miles from Universal Studios Florida. Located just off International Drive, Vib Orlando will also be just a short walk from shopping centers, restaurants and entertainment, while being conveniently situated less than 30 minutes from Orlando International Airport.