Best Western® Hotels & Resorts Launches Exciting New Hotel in Central Sapporo





Best Western Hotels & Resorts has unveiled Best Western Sapporo Odori-Koen, an exciting new midscale hotel in the center of northern Japan's largest city.

Nestled in the heart of Sapporo's Chuo-ku, or "central ward", the hotel is surrounded by shops, leisure attractions, offices, and opposite the popular Odori Park. This makes Best Western Sapporo Odori-Koen the ideal choice for all types of visitor to the city, including those wishing to experience the magic of the annual Sapporo Snow Festival, which attracts more than two million people to Odori Park each year. Next year's event will be held between February 5th and 12th, 2018.

Officially opening in the first quarter of 2018, Best Western Sapporo Odori-Koen features 60 comfortable and contemporary rooms, all equipped with cutting-edge facilities, spacious working areas and complimentary Wi-Fi.

"Sapporo is one of Japan's largest cities and the gateway to the island of Hokkaido, so we are delighted to be able to cater to travelers in this vibrant city," Olivier Berrivin, Best Western Hotels & Resorts' Managing Director of International Operations – Asia.

"With its perfect downtown setting, modern rooms and excellent service standards, Best Western Sapporo Odori-Koen is sure to become popular with business and leisure travelers alike. Guests can look forward to a year-round calendar of events in Odori Park, including the Hokkaido Marathon, "Sakura" cherry blossom season, Autumn Festival and, of course, the famous Sapporo Snow Festival.

"This opening marks Best Western's return to Sapporo, as we continue to expand in Japan's most popular destinations. With 15 hotels now either operating or under development across the country, Best Western is confirming its position as one of Japan's leading international hotel groups," Olivier added.

Best Western Sapporo Odori-Koen is located just 600 meters from JR Sapporo Station and approximately one hour's drive from Sapporo's New Chitose Airport, which provides direct connections to and from major cities all across Asia and beyond. It is also less than two hours from the famous ski slopes and year-round outdoor activities of Niseko.

This new hotel is the latest in a series of exciting developments for Best Western in Japan. Earlier this year, Best Western Tokyo Nishikasai Grande became the company's third property in Japan's capital city, and the rebranding of The Hotel Nagasaki marked the launch of Asia's first operating BW Premier Collection® hotel. Best Western Osaka Tsukamoto recently opened in Japan's second largest city, and Best Western Yamagata Airport welcomed its first guests in October 2017.

This expansion comes as Japan prepares to host a series of major international sporting events, including the 2020 Olympic Games and the 2019 Rugby World Cup, which will include matches staged in Sapporo.

About Best Western® Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200* hotels in more than 100* countries and territories worldwide. Best Western offers 11 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Vīb®, GLō®, Executive Residency by Best Western®, BW Premier Collection®, and BW Signature CollectionSM by Best Western; as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay CollectionSM by Best Western. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 64 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2017, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands, and Best Western receiving seven consecutive Dynatrace® Best of the Web awards for its leading hotel website. Best Western has also won nine consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 58 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 32 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. Best Western's partnerships with AAA/CAA and Harley-Davidson® provide travelers with exciting ways to interact with the brand. Through its partnership with Google® Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

* All Best Western and SureStay-branded hotels are independently owned and operated.
* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

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