

Best Western Enters Singapore With Opening Of First Hotel In December 2008

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Best Western International has announced the imminent launch of its first hotel in Singapore, the Best Western Jayleen 1918, which will officially open in December 2008.

Best Western Jayleen 1918 is exceptionally well located within Singapore's central business district so as to easily access all the best the Lion City has to offer. With its prime city-center address, the hotel boasts three nearby MRT stations and yet it is only 20 km from the airport. The 42 guestroom hotel is also handy for Raffles City Convention Center, Clarke Quay and Raffles Place.

'BW Jayleen 1918 is a well-appointed, centrally-located hotel that serves the business and leisure markets equally comprehensively,' said Glenn de Souza, Vice President International Operations Asia. 'We are very excited to enter the Singapore market at a time when it offers visitors so much in the way of entertainment and activities based on its strong and stable economy. But this is only the beginning, we plan to continue expanding in this market, just as we are expanding throughout the Asian region.'

Best Western expects to develop 80 hotels in Asia within the next three years, bringing its total to over 200 properties. Southeast Asia is seen as having most potential for development of the brand's mid-range and high-end hotels and resorts.

Singapore is widely known as a dynamic city rich in contrast and color where visitors find a harmonious blend of culture, cuisine, arts and architecture. A bridge between East and West for centuries, Singapore embraces both tradition and modernity with open arms. With its welcoming people, state-of-the-art infrastructure and something new happening everyday, visits to Singapore become a remarkable mix-and-match of things to do. A single day's sightseeing takes visitors from the past to the future, from a colorful ethnic enclave to an efficient business center, from serene gardens to sleek skyscrapers.

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