



# SPRING/SUMMER SELECTION 2021

THE BEST HOTEL SELECTION FOR  
YOUR SAFE STAYS IN ITALY







There are many occasions to discover Italy.

Explore the world of BWH and find the best solution for your next safe journey.

Choose Italy, choose BWH







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## ESCAPES

Gourmet, Romantic, Exclusive,  
Country Chic, Celebration

## DEDICATIONS

Kids, Pets, Sport, Rider, Millennials,  
Digital Nomads, Senior

## VOUCHERS

Tour in Italy, Bike & Ride Tour,  
Gourmet Tour, Regional Tours

## ART CITIES

SPECIAL SELECTION

## SEA

SPECIAL SELECTION



BWH's commitment  
to ensuring a safe stay

Each guest deserves maximum safety.

Our measures include:

- Strict cleaning and sanitisation protocols for each hotel area
- Protective equipment for guests: masks, disposable gloves, disinfectant wipes and gel
- Safety procedures and equipment for the staff
- Web check-in and check-out, digital concierge and chat to interact with the staff while respecting social distancing



A woman is lying on her back in a field of green grass and white daisies. She is wearing a blue long-sleeved shirt, a black leather jacket, and large white headphones with blue earbuds. A white smartphone is resting on her hip, with blue earbuds plugged into it. She has a white wristband and a blue beaded necklace. Her eyes are closed, and she is smiling. The background is a field of daisies, and the right side of the image has a warm, orange-toned light overlay. The word "ESCAPES" is written in large, white, serif capital letters across the middle of the image.

# ESCAPES

Travel tips to discover the beauties of Italy  
and experience the pleasures of life.



# GOURMET

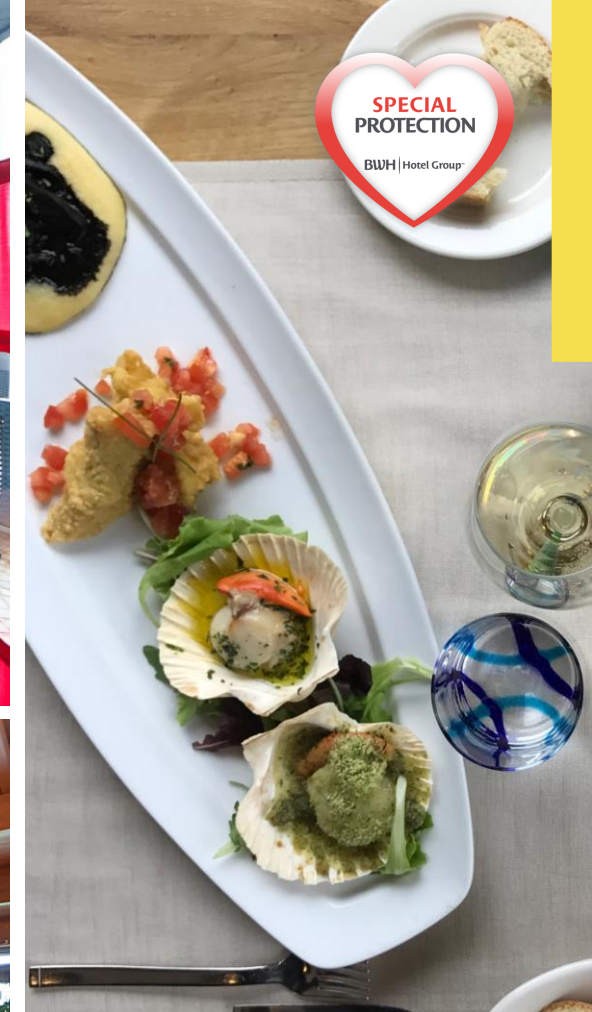
For lovers of good food, for those who want to explore Italy and indulge in the pleasure of Italian cuisine.

The BWH hotels will amaze you with their gourmet cuisine and exquisite dishes prepared internally or ordered for you by selected chefs.

Just for you, Room Service is free.

In addition, you can book your gourmet evening in advance: five courses for a delicious tasting dinner.

Book a “Gourmet” stay by visiting [bestwestern.it/gourmet\\_en](https://bestwestern.it/gourmet_en) and don't forget to personalize it by purchasing the taste e-Coupons on [bestwestern.it/e-coupon](https://bestwestern.it/e-coupon) or by booking your dinner.





# ROMANTIC

BWH offers a selection of private locations, seductive settings and special attentions to enjoy unique moments together.

You can also customise your stay by selecting the services dedicated to lovers, including:

- Breakfast in love
- Romantic aperitif
- Chocolate, strawberries and champagne
- Surprise Love Kit

Discover the seductive pampering of the “Romantic” hotels and book by visiting [bestwestern.it/romantic\\_en](https://bestwestern.it/romantic_en)





# EXCLUSIVE

For lovers of refined atmospheres, from sumptuous classic to avant-garde design, our hotels are elegant and provide an exceptional service.

A selection of hotels that will make your trip unique and memorable.

Select the hotel suite or a superior room. To make the most of your stay, take advantage of early check-in and late check-out.

Discover the hotels by visiting [bestwestern.it/exclusive\\_en](https://bestwestern.it/exclusive_en) and book the Best Room rate with breakfast and room service included.





# COUNTRY CHIC

For those who regenerate in unique environments, outside the city context, surrounded by greenery and tranquillity, in a chic, comfortable atmosphere.

A selection of hotels that will surprise you with their uniqueness, their precision and attention to detail.

Book the hotel suite or a superior room and take advantage of early check-in and late check-out to extend your escape from the city.

Discover the hotels by visiting [bestwestern.it/countrychic\\_en](https://bestwestern.it/countrychic_en) and book the Best Room rate with breakfast and room service included.





# CELEBRATION

The occasions to celebrate are endless. There are many ways to celebrate your achievements without throwing a party.

Plan a trip, invite whoever you want, and we'll take care of the rest! Or ask for a stay for your birthday, graduation, anniversaries or other important achievements!

Get a personalised quote from BWH hotels for each Celebration:

- Triple, quadruple rooms on the same floor for families and large groups
- Exclusive rental of a hotel space for lunch and dinners, for greater safety and privacy, in compliance with current regulations
- Special Welcome for the guest of honour
- Cake with dedication and much more

Please send your request to [leisure@bwhhotelgroup.it](mailto:leisure@bwhhotelgroup.it)







# DEDICATIONS

Special attention and reserved rates for a perfect stay  
for your lifestyle and your travel companions.



# KIDS

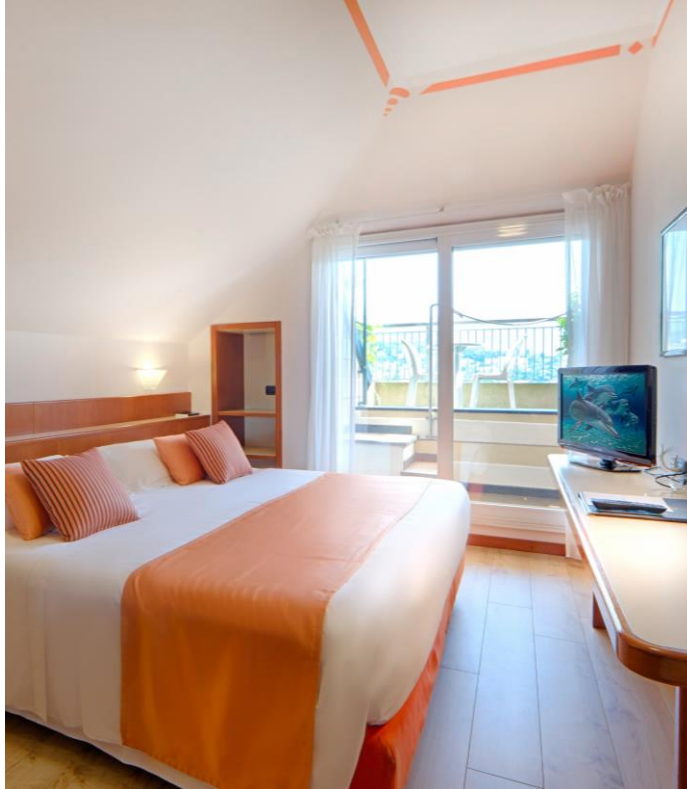
"Kids" hotels offer services for families travelling with babies and children, including:

- Cots, changing tables and pushchairs for babies
- Pushchairs available
- Video game console, kids' TV channels and laundry service for older children
- Dedicated services in refreshment areas

After booking your "Kids" hotel, customise your stay by purchasing the tailored services offered.

And thanks to the «Special Protection» program your family will feel safe and secure throughout the stay.

Find out more by visiting [bestwestern.it/kids](https://bestwestern.it/kids)





# PETS

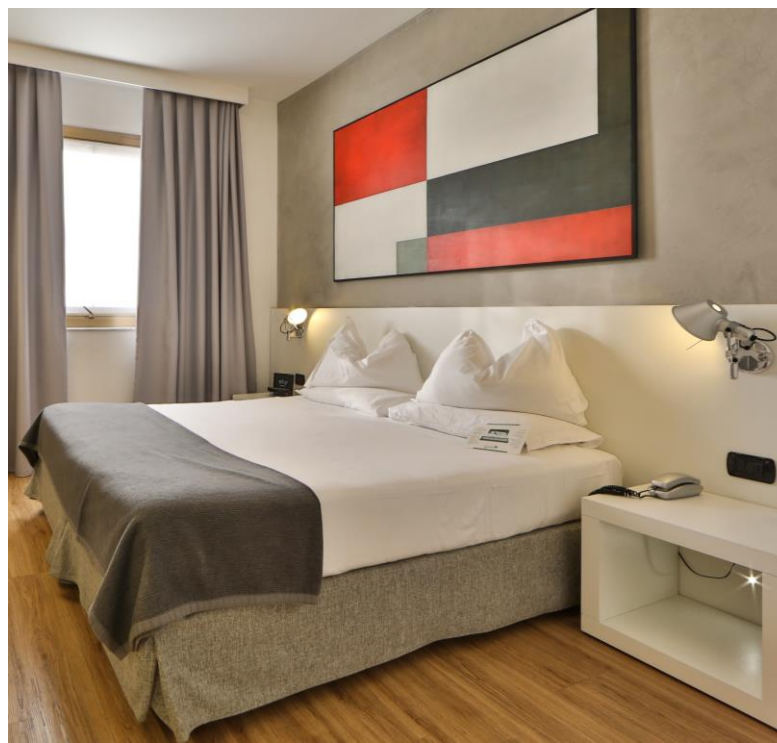
For those who do not go on holiday or leave for the weekend without their four-legged friend. In Pet Friendly hotels, pets are our special guests!

Your pet will have all the necessary to feel at home:

- Cot or bed
- Food and water bowls
- Disposable bags
- Litter box with sand

After booking your selected Pet Friendly hotel, customise your stay by purchasing the tailored services offered.

Find out more by visiting [bestwestern.it/pets](https://bestwestern.it/pets)





# SPORT

Our selection of Sport Friendly hotels, dedicated to runners, athletes and sports enthusiasts, will make your stay even more dynamic, thanks to special attentions and personalised service packages.

In these hotels you will always have at your disposal:

- A hotel gym, or access to a partner gym
- Early breakfast with energy and organic products from 5 am
- A map with the best running routes of the area

And if you stay during a competition, you will also have:

- Bathrooms and showers always available
- A tasty refreshment corner

After booking your selected Sport Friendly hotel, customise your stay by purchasing the tailored services offered.

Find out more by visiting [bestwestern.it/sport](https://bestwestern.it/sport)





# RIDER

For those who love to travel on two wheels, feel the breeze that touches the skin and smell the air.

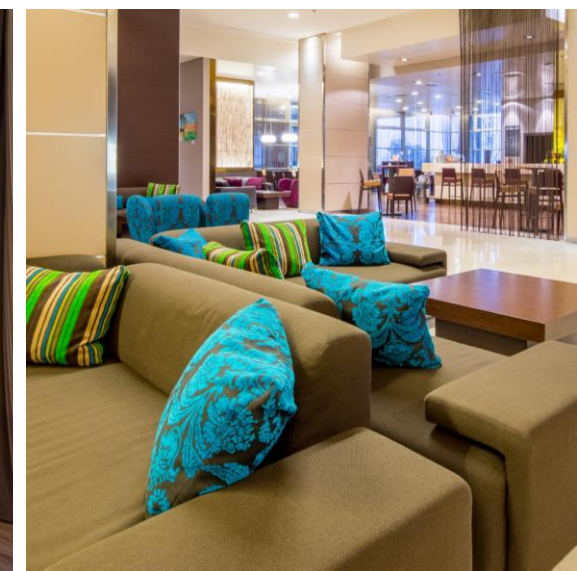
Rider Friendly hotels offer special services designed for those who love the freedom of the two wheels.

Among the many services available:

- parking for your motorbike/bike
- a map of the best routes in the area
- a place to wash your motorbike/bike
- laundry service on request

After booking your selected Rider Friendly hotel, customise your stay by purchasing the tailored services offered.

Find out more by visiting [bestwestern.it/riders](https://bestwestern.it/riders)





# MILLENNIALS

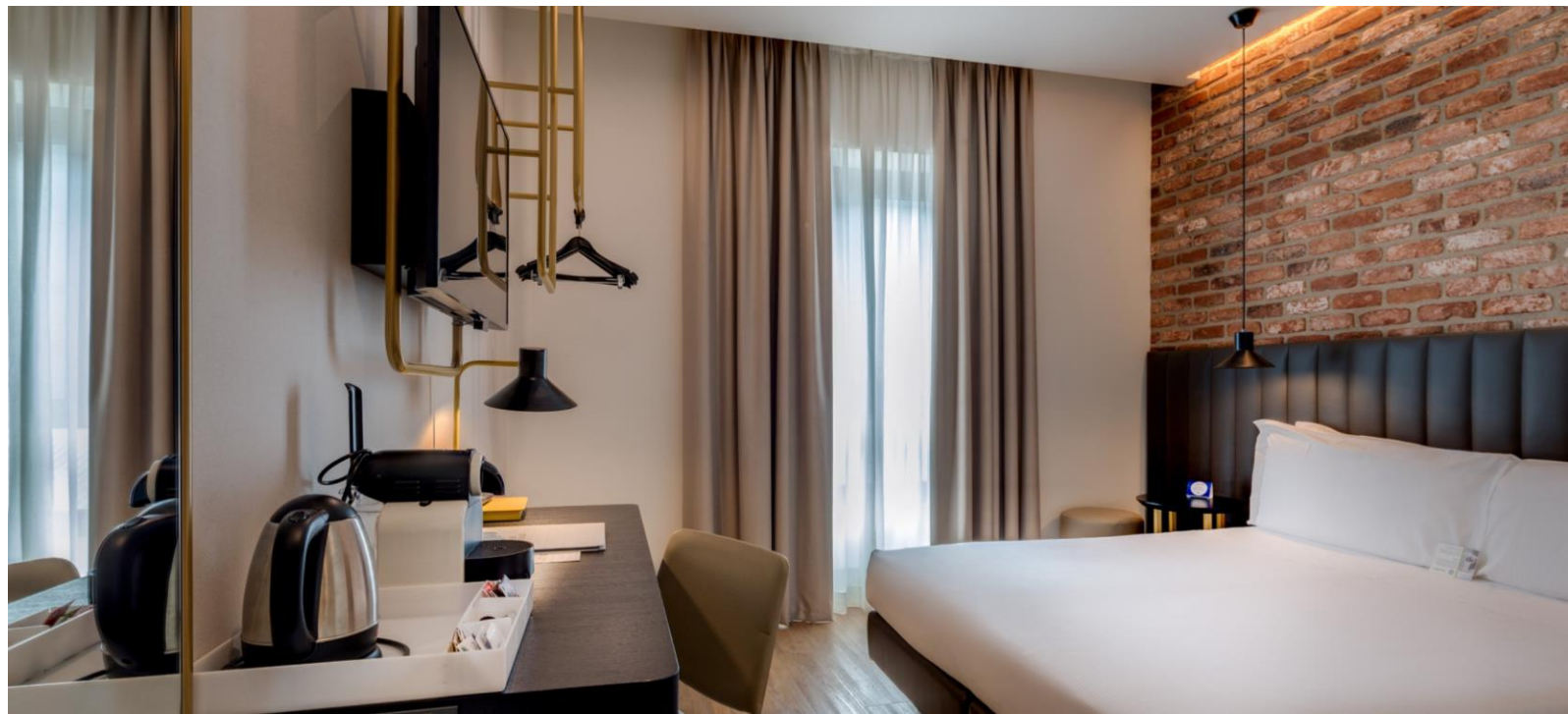
If you were born between 1980 and 1995, and #instagram is your favourite app, here are the top hotels for you. Upload new shots and share your stories: guaranteed likes!

For the next stays in Italy, with the Millennial Deal, you always have a 50% discount on the second night. And if you extend your stay, you get 25% off the following nights.

You can also book without a credit card!

You are always connected in our hotels thanks to our Wi-Fi connection and, by subscribing to the Millennials BWR loyalty program, you can take advantage of the 10% discount on all hotel services.

Discover the hotels for you, book the Millennial Deal rate by visiting [bestwestern.it/millennials\\_en](https://bestwestern.it/millennials_en)





# DIGITAL NOMADS

If you are lucky enough to be able to work from all over Italy and you want a quiet space to manage your business, BWH has the right solution for you!

Book your hotel in Italy, select the Long Stay rate for your longer stays and request the **Smart Working Package**: a comfortable workstation in the room where you stay, with free room service and the & coffee corner.

If you want a more comfortable and quieter setting, book an additional Smart working room!

In all our hotels, you will always find a secure and super-fast WiFi connection!

Find out more by visiting  
[bestwestern.it/digitalnomads\\_en](https://bestwestern.it/digitalnomads_en)





# SENIOR

We have over 70 years of experience in hospitality. For us, age is worth rewarding!

This is why we continuously dedicate a 10% discount to our over 65 customers on bookings made at all Best Western hotels in Italy.

Once you have booked your stay, customise it with many additional services, including:

- Transfer
- Catering and wellness services
- Entry tickets to exhibitions and museums

You have a 10% discount on all additional hotel services!

Find out more by visiting [bestwestern.it/senior\\_en](https://bestwestern.it/senior_en) and book at [bestwestern.it](https://bestwestern.it) or by calling the Toll Free Number 800 820080.





# VOUCHERS

Why stop in one location? Take all the time you need and create an itinerary with your favourite destinations.

## Carnet di viaggio 10 notti in Italia

Questo voucher include 10 soggiorni di una notte in Italia per due persone in camera doppia con prima colazione

- 1 Scegli quando e dove soggiornare tra gli hotel Best Western e i loro partner di categoria
- 2 Per prenotare chiama almeno 7 giorni prima della data di arrivo il Centro Prenotazioni Best Western al Numero Verde 800 800080, comunicando il Codice Cliente e la sigla - 001 - Cliente
- 3 Parti per la tua vacanza Best Western e prenota questo Voucher al check-in

Il Carnet è valido fino al 31 Dicembre 2021.

bike  
&  
ride



# ITALY IN TOUR

There is so much to see in our country. What better occasion than the most carefree season of the year to visit it?

Thanks to the extensive coverage of our network and the distinguishing comfort of our hotels, BWH can accompany you on this journey.

With the 5 or 10-night package, you can stay in multiple BWH hotels at a super rate. Just purchase it in advance and start planning your tour.

Breakfast is always included, and the voucher is valid for two people in a double room.

Choose your tour and leave with your friends!

Purchase your voucher by visiting [bestwestern.it/vouchers](https://bestwestern.it/vouchers)

5-night package: 349 €

10-night package: 649 €





# BIKE & RIDE TOUR

Have you ever thought about travelling around Italy by bicycle or motorbike? Your efforts will pay off: breathtaking views and relaxing breaks in BWH hotels.

With the 5 or 10-night package, you can stay in multiple BWH hotels at a super rate. Just purchase it in advance and start planning your two-wheeled tour.

Breakfast is always included, and the voucher is valid for two people in a double room.

Choose your Tour of Italy and leave with your friends!

Purchase your Bike & Ride Tour voucher by visiting [bestwestern.it/vouchers](https://bestwestern.it/vouchers)

5-night package: 349 €

10-night package: 649 €





# GOURMET TOUR

Italy is famous worldwide for good food and high-quality raw materials. Be guided by taste and select the stops of your next summer holiday.

If you are a Food & Wine connoisseur, a travelling journey through the flavours of Italy is the solution for you.

With the 5-night and 5-dinner package, you can stay in multiple BWH hotels at a super rate and enjoy a different local cuisine every evening.

Just purchase it in advance and start planning your "Gourmet" itinerary.

Breakfast is always included, and the voucher is valid for two people in a double room.

Choose your tour and leave with your friends! Purchase your Food & Wine voucher by visiting [bestwestern.it/vouchers](https://bestwestern.it/vouchers)

5-night and 5-dinner package: 649 €





# REGIONAL TOURS

Set off to discover our wonderful regions of Italy.

Our hotels in Piedmont, Lombardy, Veneto, Campania and Sicily are waiting for you to reveal every little feature of their territory!

Book 3 stays in the same region now and receive a € 50 Travel Card to spend on your next all-Italian stay.

What are you waiting for?

Find out more by visiting [bestwestern.it/regionaltours](https://bestwestern.it/regionaltours) and discover our country!







# ART CITIES

## Special Selection

A selection of locations and destinations where Art and Beauty are protagonists.  
Be carried away by their timeless charm.



# ART CITIES

This summer, rediscover our art cities! Visit them far and wide during the long sunny days.

Treat yourself to a weekend in an Italian town you haven't seen yet. Our hotels await you in the heart of the big cities and in the art jewels of our country.

To visit the city comfortably and safely, the hotels will offer a range of services to choose from, including:

- Complimentary breakfast, room service and upgrades
- Early check-in at 11 am and late check-out at 7 pm
- Private transfers and bike rental to get from one point to another
- Tickets to exhibitions and museums with guided tours for art lovers

After booking, customise your stay by purchasing the tailored services offered by the selected hotel.

Find out more by visiting [bestwestern.it/artcity](https://bestwestern.it/artcity)







BOLOGNA



FERRARA



TURIN



MILAN



VENICE





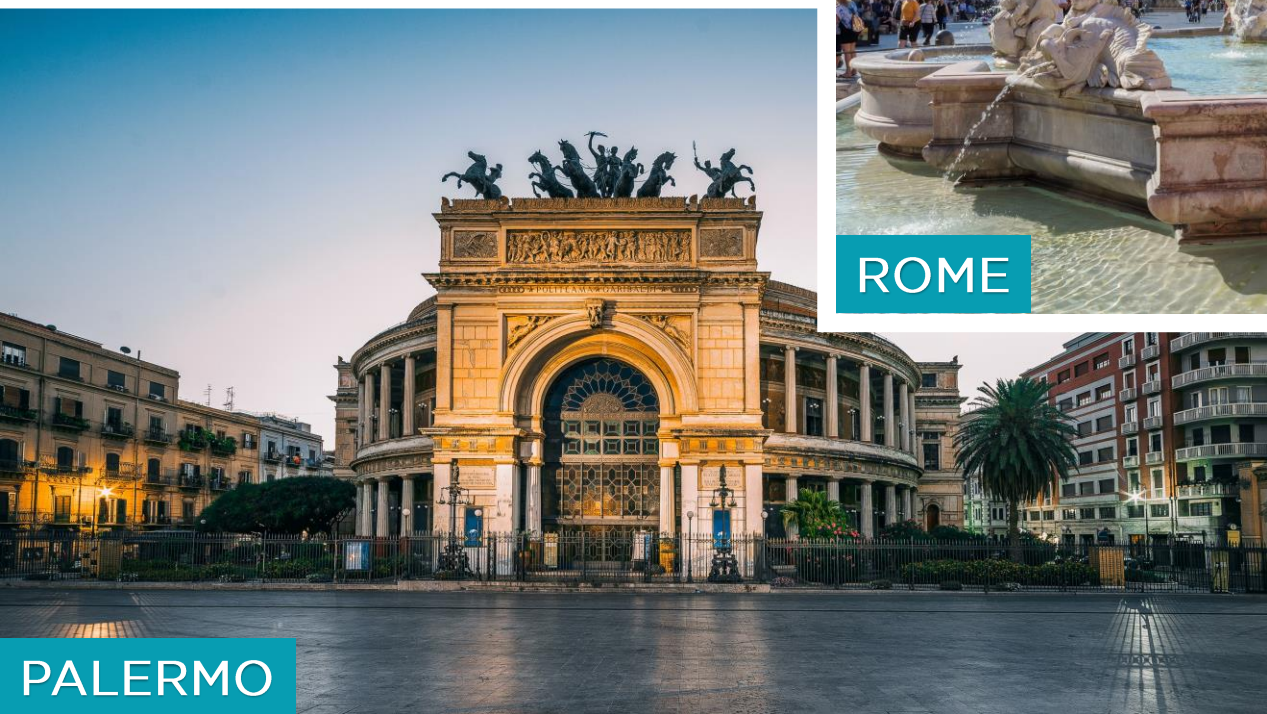
PERUGIA



NAPLES



ROME



PALERMO



FLORENCE



A full-page background image showing three children running into the ocean from a sandy beach. The child on the left is a boy in blue shorts, the child in the middle is a girl in a blue and white striped swimsuit with a pink headband, and the child on the right is a boy in blue shorts. They are all running towards the water, creating splashes. The sky is clear blue and the sun is shining from the top left, creating a warm, golden light. The text 'SEA' is centered in large white letters, and 'Special Selection' is centered below it in smaller white letters. A dark blue horizontal bar is positioned below the text, containing white text. At the bottom center, there is a teal rectangular button with white text. Four white L-shaped corner brackets are positioned at the corners of the image: top-left, top-right, bottom-left, and bottom-right.

# SEA

## Special Selection

Stay in the summer destinations par excellence,  
choose your hotel near the beach or your favourite seaside town.

BROWSE THE  
DEDICATED CATALOGUE





## Enrich your stays with our Loyalty Programs: Best Western Rewards WorldHotels Rewards



We reward our most loyal customers with Best Western Rewards® and WorldHotels Rewards, the loyalty programs that include prestigious partners. We offer privileges, discounts, exclusive rates with up to 30% discounts and an advantageous point collection system for each overnight stay in one of the over 4,500 hotels worldwide.

Register at the front desks of our hotels or online at [bestwestern.it/bwr](https://bestwestern.it/bwr) or at [worldhotelsrewards.com](https://worldhotelsrewards.com).



# BWH's commitment to the environment

## Stay for the Planet

With the Stay for the Planet program, Best Western hotels are committed to the sustainable management of their business by monitoring consumption, implementing energy efficiency actions and reducing their environmental impact through responsible behaviours.

## Stay PlasticLess

With the Stay PlasticLess project, BWH aims to reduce the presence of single-use plastic. A commitment that will affect the amount of daily plastic waste produced, impacting positively on the environment.







  
**BWH | Hotel Group**<sup>SM</sup>



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[bwhhotelgroup.it](http://bwhhotelgroup.it) | [leisure@bwhhotelgroup.it](mailto:leisure@bwhhotelgroup.it)