

Brochure copywriting for Best Western UK Getaway Breaks

Best Western brings together over 290 individually owned and managed member hotels across the UK. Through its Getaway Breaks offers, visitors enjoy a variety of special rates and promotions for weekends, short city breaks and holidays. Individuality, personal attention, quality and value sit at the core of the brand - values that the UK team wanted to echo throughout the annual brochure. By developing engaging introduction and regional overview pages, plus re-styling some customer experience segments, Best Western's enthusiasm and warmth could shine through. Copy: Ian Castle, Freelance Copywriter.

Example extracts:

Getaway Breaks. Individually yours.

For location, facilities, comfort and cuisine, relax: Just look to Best Western. With over 225 hotels across the UK, we offer our unique welcome whenever and wherever you want to stay. Be it touring in Scotland, a week in the Lakes, a weekend in the Cotswolds, or a show in London - you can always be sure you'll find Best Western's hospitality and standards beyond compare.

From the moment you arrive, you'll find everything you need to relax and unwind. It's no coincidence Best Western hotels can claim more AA rosettes for good food and more swimming pools than any other group in the UK.

Our focus is you, the individual, so our quality and service is outstanding - many hotels are personally run by the owners, and all are independently inspected every year.

For value, for character, for simply the best - trust Best Western to make a Getaway Break individually yours.

Wales. A welcome surprise at every turn.

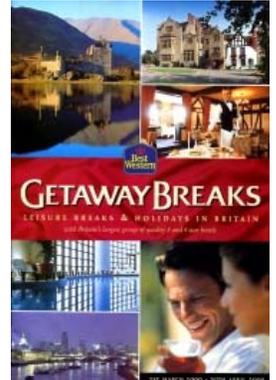
Travel for just a couple of hours and you'll find yourself in one of Britain's best-kept Getaway Break secrets.

Wales is simply full of surprises. Walkers and cyclists will find rolling valleys, award winning sandy coastlines and exhilarating peaks. There are tough trails for enthusiasts, gentle footpaths for families and ample views for everyone.

It's undeniably evocative - every second, there's something new to fuel the imagination. Tours of ancient mines and quarries vie with tales of ancient Kings and Castles to steal your attention. Historic feats of engineering span river canyons. Steam trains wind up sheer mountainsides.

Whatever your interest, Wales offers something for everyone. And there's no better, more relaxing, more comfortable way to enjoy it than a Getaway Break with Best Western.

For Sale. Persuasion.™



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