



## **BEST WESTERN VINEYARD INN & SUITES EARNS "BEST WESTERN PLUS®" DESIGNATION**

### **Name Change Communicates Enhanced Amenities, Experience**

February 1, 2011 - (Penn Yan, N.Y.) The former Best Western Vineyard Inn & Suites is now the BEST WESTERN PLUS Vineyard Inn & Suites, after earning the "Best Western Plus" designation from the World's Largest Hotel Chain®. The new descriptors, launched in 2010, give Best Western hotels the opportunity to earn "Best Western Plus" status by meeting specific design and amenity guidelines. "Best Western Plus" describes hotels which have well appointed rooms with modern amenities and an enhanced level of comfort for guests looking to get the most out of their stay.

"No two Best Western hotels are alike, so these new designations will help our guests choose the right hotel for their needs from among the brand's 2,200 North American properties," said David Kong, Best Western International president and CEO. "Hotels that earn the 'Plus' descriptor typically have a 3-Diamond rating from AAA, and offer extra amenities to make a guest's stay even more comfortable."

With 43 guestrooms and convenient guest services, such as; free high-speed internet access, premium linens, in-room refrigerators and microwaves, and gourmet coffee brewed from the finest 100% Arabica beans, the Vineyard Inn & Suites is thoughtfully designed to welcome business and leisure travelers alike.

"We are proud to place the Best Western Plus sign on our door," said Amy Banach, General Manager, of the Best Western Vineyard Inn & Suites. "We continually strive to exceed our guests' expectations, and it's rewarding to have the world's largest hotel chain recognize our efforts".

This spring, the hotel is adding 14 new guest rooms. Guests who reserve our Deluxe King Suites will enjoy flat screen televisions, a modern wet bar, an inviting dining area and relaxing Roman showers.

The hotels' expansion will also feature a state-of-the-art fitness facility, a same-day dry cleaning service, a high-performance business center, an enlarged indoor pool area, and a delicious continental breakfast inspired by local Finger Lakes cuisine. The hotel's outdoor sitting area will be expanded to include a beautifully landscaped patio with a pergola where guests can sit, relax, and enjoy a glass of wine with family and friends.

The Best Western Plus Vineyard Inn and Suites is located in downtown Penn Yan, close to Keuka Lake, hiking paths and world-class wine trails that draw thousands of visitors every year. To learn more or book a room at the BEST WESTERN PLUS Vineyard Inn & Suites visit; [www.vineyardinnsuites.com](http://www.vineyardinnsuites.com) or call our Reservations Team at (800) 823-0612.

**ABOUT BEST WESTERN INTERNATIONAL, INC.**

Best Western International, Inc. is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000\* BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER® hotels in 80\* countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000\* worldwide guests each night. Equally committed to the business and leisure traveler, Best Western recently embarked on a mission to lead the hotel industry in customer care. World Vision is the charity of choice for Best Western in building the world's largest family, with our hotels and staff sponsoring children in need around the globe. Our partnerships with AAA/CAA, Michael Waltrip Racing™ and Harley-Davidson® help guests make the most of every trip. For the fastest way to a free night globally, join Best Western Rewards®. For more information or to make a reservation, please visit [www.bestwestern.com](http://www.bestwestern.com). Each BEST WESTERN® branded hotel is independently owned and operated.

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