



BWH Hotel Group announces first Aiden in Australasia in Sydney's iconic Darling Harbour

BWH Hotel Group and property developer iHHL are delighted to announce that **Aiden by Best Western @ Darling Harbour** will be opening in late 2020. This key milestone will be the first Aiden by Best Western in Australasia.

BWH Hotel Group Australasia Managing Director Graham Perry and iHHL's Nicolas Chen jointly announced the 88 room, 8 storey property which will include a café, bar and retail shop on the ground floor.

"Where better to open our first Aiden to Australasia than in the centre of Sydney's iconic leisure precinct, Darling Harbour," says Perry.

"We're delighted to be partnering with iHHL, who are undertaking the conversion of this iconic Sydney building which will become a superb lifestyle hotel offering high quality affordable accommodation for modern travellers."

Aiden by Best Western @ Darling Harbour will be a refurbished 1930s art deco building located on the western side of Darling Harbour, directly opposite the pedestrian Pyrmont Bridge and metres from the entrance of the Harbourside shopping complex.

Nicolas Chen explains his philosophy to put guest's needs front and centre of all planning and development.

"We're bringing a touch of Parisian-style hospitality and class to Darling Harbour, featuring well-appointed rooms that focus on the amenities and facilities sought by today's travellers – including media connectivity and plentiful workspace in our high-end custom designed compact rooms. The end result will be an eminently affordable Sydney CBD-fringe stay in a busy, well located and highly popular precinct."

"Darling Harbour has developed from its historical roots as wharves and industrial warehouses to become a vibrant residential, commercial and entertainment hub. We selected the location for our development due to its ideal positioning, close to world class attractions including the Australian National Maritime Museum, the International Convention Centre (ICC), the Sydney Fish Market, Cockle Bay Wharf, King Street Wharf and Barangaroo."

Perry stresses that the new **Aiden by Best Western @ Darling Harbour** will be in great company.

"Nicolas's property joins an international network of [Aidens](#) across France, Germany, Korea and the US coming together to form a global but uniquely

individual collection of trendy laid-back boutique hotels that blend cool, casual charm with an eclectic neighbourly feel”.

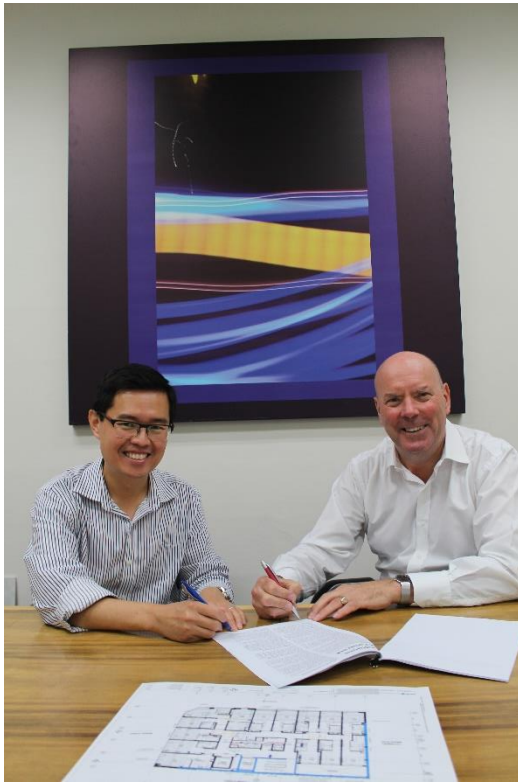


Photo caption: iHHL’s Nicolas Chen and BWH Hotel Group Australasia’s Managing Director Graham Perry signing a letter of intent for Aiden by Best Western @ Darling Harbour



Photo caption: Room render for Aiden by Best Western @ Darling Harbour, courtesy of iHHL

About Best Western® Hotels & Resorts and BWH Hotel Group:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel GroupSM global network. With 16 brands and approximately 4,700 hotels in over 100 countries and territories worldwide*, BWH Hotel Group suits the needs of developers and guests in every market. Brands include Best Western®, Best

Western Plus®, Best Western Premier®, Executive Residency by Best Western®, GLō®, Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection®. Through recent acquisition, WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands are also offered. Completing the portfolio is SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM franchises**. For more information visit www.bestwestern.com.

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

***All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated.*

###

For further information:

Andrea Plawutsky +61 419 970 984 andrea@amplifyme.com.au