



## NEWS RELEASE

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**Astoria, Oregon (November X, 2023)** – [Best Western® Hotels & Resorts](#) announces the opening the [Best Western Columbia River Waterfront Hotel Astoria](#), located at 3420 Leif Erickson Drive in Astoria, Oregon. The hotel is owned by Columbia River Hotel Operations, Inc., is managed by Hospitality Associates out of Spokane, Washington, and features 75 beautiful guest rooms and suites.

**The Best Western Columbia River Waterfront Hotel Astoria will debut a recently completed renovation, which includes a refreshed design and amenities. The public areas, like the lobby and breakfast area, offer a contemporary modern décor with splashes of blue hues. Guest room furnishings include brand-new beds, a sofa sleeper and flatscreen televisions.** Guests of the hotel can enjoy amenities including a spacious lobby with a cozy fireplace, indoor pool, fitness center and complimentary hot breakfast. Public areas and guest rooms also feature artwork inspired by the Columbia River, Astoria Column and other local attractions. Business travelers have access to printing, scanning and fax services, located in the lobby.

“We are proud to offer the excellent service and comfortable accommodations that Best Western guests are accustomed to, especially with our brand-new modern amenities and updated décor,” said James Mulloy, Owner of the Best Western Columbia River Waterfront Hotel Astoria. “Located in scenic Astoria, our property provides travelers with everything they need, as well as easy access to the best of what this quaint port city has to offer.”

The Best Western Columbia River Waterfront Hotel Astoria provides convenient access for travelers to explore this historic Pacific Northwest town. The property is located just minutes away from top local attractions, including the Astoria Column, Columbia River Maritime Museum, Lewis & Clark National Historical Park and Astoria Riverfront trolley. Guests can also head to Pier 39, the city’s oldest waterfront building, which is home to some of Astoria’s best food and beverage experiences.

“We are thrilled to welcome guests to our hotel for their stay in Astoria,” said Amy Gambino, General Manager of the Best Western Columbia River Waterfront Hotel Astoria. “We offer exceptionally friendly service, clean rooms and a prime location along the waterfront, with views of the Columbia River and its beloved sea lions – all of which help create a wonderful travel experience.”

Staying at a Best Western-branded hotel, such as the Best Western Columbia River Waterfront Hotel Astoria, is now more rewarding than ever. Best Western Rewards® (BWR®) members who register for the fall promotion will be eligible to receive up to 5,000 bonus points for staying two separate or consecutive nights during the promotional period and will have the opportunity to earn the offer four times (for up to 20,000 bonus points). BWR members must register for the offer prior to their first eligible stay. The promotion runs through November 20, 2023. For more information on BWR or to sign up, please visit [https://www.bestwestern.com/en\\_US/best-western-rewards.html](https://www.bestwestern.com/en_US/best-western-rewards.html).

Reservations may be booked by calling Best Western Hotels & Resorts' 24-hour reservation line at 1(800) 780-7234 or by visiting [bestwestern.com](https://www.bestwestern.com).

**About BWH<sup>SM</sup> Hotels**

BWH<sup>SM</sup> Hotels is a leading, global hospitality network comprised of three hotel companies, including WorldHotels™, Best Western® Hotels & Resorts and SureStay® Hotels. The global network boasts approximately 4,500 hotels in over 100 countries and territories worldwide\*. With 19 brands across every chain scale segment, from economy to luxury BWH<sup>SM</sup> Hotels suits the needs of developers and guests in every market.

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

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