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New Castle Hotels & Resorts Renews First Franchise with Westin Hotels & Resorts

Halifax Hotel to Fly Westin Flag for Next 20 Years

SHELTON, Conn. -- (February 1, 2017) -- [New Castle Hotels and Resorts](#), which made history in 1996 when it became the first franchisee of Westin Hotels & Resorts, today announced that it has renewed the Westin franchise for another 20 years for The Westin Nova Scotian in Halifax.

“The Westin brand is among the most recognizable and resonant brands with both business and leisure travelers,” said Gerry Chase, president and COO of New Castle. “Westin’s wellness branding and focus on authenticity really speak to the heart of Maritime Canada, which prides itself on a level of genuine hospitality rarely seen in other places. It’s about a sincere smile, a warm handshake and empathy for our guests that is instinctive. Westin was the right brand partner in 1996 and, 20 years later, Westin is a more powerful proposition than ever before.”

The Westin Nova Scotian was built in 1930 as one of the famed Canadian National Railway hotels that stretched across Canada from the Pacific to the Atlantic oceans. Since re-opening as The Westin Nova Scotian, the south end of Halifax has become a lifestyle hub featuring Atlantic Canada’s the only national museum; the [Canadian Museum of Immigration at Pier 21](#), the [Cunard Center](#) and dozens of shops and restaurants as well as the new ViaRail Train station.

“Historic hotels convey a sense of place that no other hotel can claim, and that has a tremendous amount of appeal to guests in search of a locally authentic experience,” John Wilson, general manager. “At the same time, today’s travelers also appreciate the consistency of a known brand, particularly one with the overall wellness programming that’s Westin’s hallmark. Amenities like our indoor saltwater pool and full-service Sykea spa, as well as our [green meetings](#) designation and other environmental recognition bring that message home. It’s an ideal combination.”

The Westin Nova Scotian has earned 4-Diamond status from CAA/AAA for the past seven years and its Elements on Hollis restaurant has earned six consecutive Wine Spectator awards of excellence. According to Guido Kerpel, regional vice president for New Castle, the franchise renewal will coincide with a multi-million-dollar renovation now in the planning stages.

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About New Castle Hotels and Resorts

Shelton, Conn.-based New Castle Hotels & Resorts is an award-winning, independent, third-party hotel manager, owner and developer with 20 hotels and resorts and nearly 3,500 rooms under contract or in development. New Castle's growing portfolio of hotels spans 10 states and two Canadian provinces and includes several of Canada's historic landmark resorts. The privately held company was established by CEO David Buffam in 1980 and consistently ranks among the top hotel management and development companies in North America, serving the United States and Canada. New Castle is a preferred operator for diverse brands within the Marriott, Hilton and Starwood families.

About Westin Hotels & Resorts

[Westin Hotels & Resorts](#), a leader in wellness and hospitality for more than a decade, empowers guests and associates to embrace well-being and be their best selves through the brand's six pillars of Well-Being: Sleep Well, Eat Well, Move Well, Feel Well, Work Well, and Play Well. At more than 200 hotels and resorts in nearly 40 countries and territories, guests can experience offerings that include the iconic Heavenly Bed, RunWESTIN and Westin Gear Lending with New Balance, delicious and nutritious SuperFoodsRx™ and more. To learn more, visit www.westin.com. Stay connected to Westin: @westin on [Twitter](#) and [Instagram](#) and facebook.com/Westin.