

HOTELS

Best Western opens first Vib hotel in U.S.

By Christina Jelski | Aug 16, 2018

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Best Western Hotels & Resorts has opened the first U.S. outpost of its new boutique hotel concept, Vib, in Springfield, Missouri.



Targeted toward young professionals, the 92-room property touts tech-focused amenities like an electronics shop and gaming stations.



Additional Vib properties are slated for development in Atlanta, Chicago, Dallas, Miami, Los Angeles, San Diego, Staten Island, Pittsburgh and New Orleans. Best Western opened its first Vib hotel in Antalya, Turkey, early last year.

