

BWHSM Hotels



BWH Hotels – Company Profile

Independent Hotels and Powerful Brands

BWH Hotels is a leading, global hospitality enterprise headquartered in Phoenix/Arizona and the parent company for the three worldwide brand families WorldHotels, Best Western Hotels & Resorts and SureStay Hotels. The global enterprise boasts approximately 4,300 hotels in over 100 countries and territories worldwide*. With 19 brands across every chain scale segment, from economy to luxury, BWH Hotels suits the needs of developers and guests in every market. With a global network of approximately 4,300 independent hotels in around 100 countries worldwide.* In total, the BWH Hotels brand family includes 19 hotel brands worldwide that meet the requirements and needs of hotel developers and guests around the world.

BWH Hotels Central Europe GmbH, based in Eschborn near Frankfurt am Main, Germany, supports a total of around 230 hotels* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary. In addition to the Central European headquarter in Eschborn, the group runs a regional office in Vienna, Austria.



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Compelling Brands for All Segments

All of the group's conference, city and leisure hotels ensure globally defined quality standards, while simultaneously retaining their individual style and independence. Overall, BWH Hotels' brand family includes both full brands and collections for all categories worldwide. Thus, BWH Hotels offers 19 hotel brands that meet the requirements and needs of hotel developers and guests around the globe. The global brand umbrella of BWH Hotels includes the brands Best Western, Best Western Plus and Best Western Premier, as well as Sure Hotel and Sure Hotel Plus (outside Europe: SureStay and SureStay Plus). In addition, BWH Hotels offers the boutique- and lifestyle brands Vib and Glo, Sadie, Aiden as well as the three longstay concepts Executive Residency, @Home by BWH, and Sure Hotel Studio. In addition to these so-called full brands, BWH Hotels also offers collections for brand-independent hotels in all categories, which exclusively use the sales and marketing solutions of the global network. These collections include the Sure Hotel Collection, the BW Signature Collection and the exclusive BW Premier Collection. WorldHotels includes the four brands WorldHotels Distinctive, WorldHotels Elite, WorldHotels Luxury and WorldHotels Crafted. This brand diversity offers hotel operators, developers, and investors the opportunity to select the right concept for their own product and thus meet the requirements in their own market. At the same time, the broad portfolio makes it easier for travelers to choose the right hotel.

Brand Partner with A Strong Global Network

As a brand partner for hotels, BWH Hotels aims to increase the economic success and competitiveness of their partner hotels. Through the brand affiliation, the individual hotels benefit from the comprehensive marketing and sales activities for all relevant target groups. As part of BWH Hotels, Best Western Hotels & Resorts provides state-of-the-art distribution and communication channels for all market segments. All hotels are available for booking via electronic distribution systems in the worldwide reservation systems as well as via the well-established online

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channels. With more than 50 million members, BWH Hotels also runs one of the largest customer loyalty programs in the travel industry: The award-winning programs Best Western Rewards and WorldHotels Rewards.

For more information visit www.bwhhotels.de, www.bestwestern.de, www.bestwestern.com and worldhotels.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. In Europe, SureStay Hotels are managed with the brand Sure Hotels.*

Further information and press contact:

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