

BW | Best Western. Hotels & Resorts



Best Western Hotels & Resorts: Independence and Global Power

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,500 hotels in nearly 100 countries and territories worldwide. Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vib®, GLö®, Aiden, Sadie, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises (in Europe: Sure Hotel, Sure Hotel Plus, Sure Hotel Collection).

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while



locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 40 million travelers are members of the brand's award-winning loyalty program Best Western Rewards, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

Brand Diversity for all Markets: Full and Soft Brands

The Best Western, Best Western Plus and Best Western Premier brands as well as Sure Hotel and Sure Hotel Plus belong to the full brands of Best Western Hotels & Resorts. In addition, Best Western Hotels & Resorts offers the two lifestyle brands Vib and Glo, Sadie, Aiden as well as the long-stay concept Executive Residency. In addition to these full brand brands, Best Western Hotels & Resorts also provides soft brand offers for brand-independent hotels in all categories that exclusively use the sales and marketing solutions: Sure Hotel Collection, BW Signature Collection, and BW Premier Collection. 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 of their own market. At the same time, the brand portfolio makes it easier for travelers to choose the right hotel.

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For further information please contact:

Best Western Hotels Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimal, Head of Corporate Communications
Frankfurter Strasse 10-14, 65760 Eschborn, Germany
Tel: +49 (0) 6196 - 47 24 301, Fax: -129
Mail: anke.cimal@bestwestern.de

Websites www.bestwestern.de, www.bestwestern.de/presse