

Best Western Hotel Guide 2016 (English)

New corporate structure, new countries, and new hotels: the Best Western Hotel Guide 2016 is hot off the presses, and presents 230 hotels from the brand at locations across ten countries. The new comprehensive catalog for Best Western Hotels Central Europe includes key information for business and weekend travelers and vacationers in its 170 pages.

Eschborn, January 18th, 2016. Best Western is presenting the new *Hotel Guide 2016* for weekend trips, vacations, and business travel. For the first time, the catalog will include Best Western hotels in ten European countries: Germany, Luxemburg, Liechtenstein, Switzerland, Austria, Croatia, Slovakia, Slovenia, the Czech Republic, and Hungary. The freshly redesigned comprehensive catalog displays 230 unique vacation and city hotels from the three group brands Best Western, Best Western Plus, and Best Western Premier, offering guests an excellent overview for selecting their next hotel stay. These privately managed Best Western Hotels are located in all major metropolises, such as Berlin, Vienna, Prague, Zurich, and Zagreb, as well as in vacation destinations in each of the ten countries. Whether travelers are looking for a seminar hotel with a natural setting, a downtown city hotel, or a vacation hotel by the beach – Best Western has the right lodgings for every occasion. The overview map included in the 170-page hotel catalog allows travelers to get their bearings quickly among available cities and urban centers. The catalog also includes more detailed maps of all locations in the ten countries, information on the Best Western Rewards customer loyalty program, and all the contact numbers and data consumers need to quickly make reservations worldwide.

Ten countries: new hotels in vacation destinations and city centers

By bringing together 230 Best Western hotels in ten countries, the Hotel Guide 2016 offers guests an even larger selection of European destinations from just one source. About 50 Best Western hotels are new to Best Western Hotels Central Europe GmbH, including nine locations in Germany that have recently joined the brand. Among these is a new vacation hotel in the popular Darß area at the Baltic Sea, the Best Western Plus Ostseehotel Waldschlösschen in Prerow. New downtown and conference hotels for the brand are located in Dreieich near Frankfurt, Wuppertal, Aalen, Neuss, Königsbrunn near Augsburg, and Ratingen. The K Munich Unterfoehring, a newly constructed Best Western hotel designed to appeal to weekend travelers, vacationers, and business travelers to Bavaria's capital city, will also be opening in mid-2016.

The new Best Western Hotel Guide 2016 describes eleven locations for travelers to Austria. These include major cities such as Vienna, Graz, and Innsbruck, as well as vacation areas like Kitzbühel and Salzburg. There is also a selection of 20 different Best Western hotels in Switzerland, in cities like Zürich, Luzern, Bern, Lausanne, and even Zermatt and Lugano. Best Western offers hotels in Slovakia, Slovenia, and the Czech Republic too, in cities like Bojnice, Bled, Ljubljana, Brno, and Prague, while Hungary is represented by two locations in Budapest and lakeside Székesfehérvár, 50 kilometers away from the capital. Last but not least, travelers will also be able to find accommodations in Zagreb, Croatia, as well.

New corporate structure with approx. 230 hotels

Starting in early 2016, Best Western Hotels will be organized in central Europe using a new corporate structure. By combining three individual Best Western national organizations in Europe, the new Best Western Hotels Central Europe GmbH, headquartered in Eschborn / Germany, will now be overseeing locations in the ten countries Germany, Luxemburg, Liechtenstein, Switzerland, Austria, Croatia, Slovakia, Slovenia, the Czech Republic, and Hungary. Best Western will continue to maintain regional offices in Vienna and Bern, as well. In the future, this new structure will allow the brand to provide better oversight in existing and new markets –

without being restricted by national borders. This will allow individual hotels to collaborate in new ways, creating greater synergies within the group.

Guests can book their stays in Best Western hotels online at www.bestwestern.de or www.bestwestern.com, or through the toll-free number 0800 – 21 25 888. Guests can also receive information on current pricing for the different room categories offered in Best Western hotels through these channels.

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About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) 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 are regional offices in Vienna and Bern. 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. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, BEST WESTERN PLUS EXECUTIVE RESIDENCY®, VÄ«b®, BW Premier Collection® and GL .

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 25 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

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