

European Best Western Hoteliers Met in Germany

In May, around 250 Best Western hoteliers from the new Best Western Hotels Central Europe GmbH met in Unterhaching near Munich, Germany, for their annual meeting and for the annual shareholders' meeting of the DEHAG Hotel Service AG – they came from Germany, Croatia, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, Czech Republic and Hungary. At the two-day conference, participants discussed current and future projects and strategies and projects for their shared brand. They also voted in their shareholders' meeting on a new supervisory board for Best Western's parent company, DEHAG Hotel Service AG.

Eschborn/Unterhaching, May 23rd, 2016. Meeting of European Best Western hoteliers in Bavaria, Germany: In May, around 250 hoteliers from the Best Western Hotels Central Europe GmbH came together for their spring conference and for the annual shareholders' meeting of the DEHAG Hotel Service AG in Unterhaching near Munich. The hoteliers came from all countries, which are cared for under the common corporate umbrella of Best Western Hotels Central Europe GmbH, headquartered in Eschborn / Germany: Germany, Austria, Switzerland, Luxembourg, the Czech Republic, Slovakia, Hungary, Slovenia, and Croatia. "Since the beginning of the year, our new organizational structure is designed to generate more cross-border marketing. We grow closer together and the joint exchange and closer cooperation strengthens our hotels and the development of our brand in Europe", Christoph Unckell, reelected President and Chairman of the Best Western Hotels supervisory board in Germany stated. Marcus Smola, CEO of the Best Western Hotels Central Europe GmbH, added: "We are happy to have hoteliers from all of our countries together here in Unterhaching. Our new corporate structure represents everything our guests value about Best Western as a global brand. We can create more powerful synergies together across national borders, becoming even more efficient for our associated hotels."

Participants at the two-day event in Unterhaching exchanged plans and strategies for their brands and discussed current industry topics such as digitization, distribution, ecommerce, loyalty management and CRM. Guest speaker Karl Born, Tourism Manager and Professor of Business Administration and Tourism Management spoke about service orientation in times of digitization in the hotel industry.

DEHAG Hotel Service AG: Voting on the Supervisory Board

At this year's spring conference, the Best Western hoteliers also voted in their shareholders' meeting on a new supervisory board for Best Western's parent company, DEHAG Hotel Service AG. The six members of the supervisory board are hoteliers from the Best Western hotels, who are elected by the shareholders' meeting every three years. Christoph Unckell (President and Chairman), Bertram Spaeth (Deputy Chairman), Ferdinand Bock jun. and Kai Gelhausen, who have worked in the recent years with full commitment and success as members of the board for Best Western, have been confirmed in their posts. Newly elected to the supervisory board are the Best Western hoteliers Oliver Schreiber from Ulm, Germany, and Carsten Weber from Cuxhaven, Germany.

The Best Western partner's assembly for the Best Western Hotels Central Europe GmbH brings representatives from all Best Western hotels in ten countries together into one body to make joint decisions on key course adjustments and strategies for the brand. This joint decision-making body includes a representative advisory board of selected hoteliers from all regions and is composed of ten members: the supervisory board of DEHAG Hotel Service AG, parent company of Best Western Hotels Central Europe, holds six of these seats.

Four additional seats are filled with one representative from each of the four regions Germany/Luxemburg, Switzerland/Liechtenstein, Austria, and Central Eastern Europe, including Czech Republic, Slovakia, Hungary, Slovenia, and Croatia. The four representatives are Frank Pentzin, Best Western Premier Alsterkrug Hotel in Hamburg for the Germany/Luxemburg region, Arnold Graf, Best Western Plus Hotel Bahnhof in Schaffhausen for the Switzerland/Liechtenstein region, Christian Hofer, Best Western Premier Kaiserhof in Vienna and Kitzbuehel for Austria, and Gregor Jamnik, Best Western Premier Hotel Slon in Ljubljana and Best Western Premier Hotel Lovec in Bled, both in Slovenia, for the Central Eastern Europe region. "Together with the advisory board of the partner's assembly, we in the supervisory board will help to ensure that all of our countries and hoteliers continue to be represented in all of our brand's strategic decisions," board chairman Christoph Unckell summarized.

The new Supervisory Board of DEHAG Hotel Service AG now consists of the following Best Western hoteliers:

Christoph Unckell (President and Chairman)

Executive Partner Best Western Premier Hotel Rebstock in Wuerzburg, Germany

Bertram Spaeth (Deputy Chairman)

Executive Partner Best Western Premier Hotel Victoria in Freiburg, Germany

Ferdinand Bock jun.

Executive Partner Best Western Premier Parkhotel Kronsberg in Hannover, Germany

Kai Gelhausen

Executive Partner Best Western Plus Konrad Zuse Hotel in Huenfeld, Germany

Oliver Schreiber

Managing Director Best Western Plus Atrium Hotel in Ulm, Germany

Carsten Weber

Managing Director Best Western Donner's Hotel in Cuxhaven, Germany

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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, Luxemburg, 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 27 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

For further information please contact:

Best Western Hotels Central Europe GmbH

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

Anke Cimal, Director of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Email: anke.cimal@bestwestern.de

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