

Best Western Hotel Guide 2017

Right at the start of the new year, Best Western Hotels Central Europe is introducing the Hotel Guide 2017. The brand new hotel catalogue bundles the more than 230 individual hotels of the group in Germany, Croatia, Liechtenstein, Luxemburg, Austria, Switzerland, Slovakia, Slovenia, the Czech Republic and Hungary. Whether city, seminar or vacation hotels: Every guest will find the suitable hotel.

Eschborn/Bern/Vienna, December 19th, 2016. Best Western Hotels Central Europe is presenting the new Hotel Guide 2017. With a fresh design, the hotel catalogue includes more than 230 individual hotels in Germany, Croatia, Luxemburg, Austria, Switzerland, Slovakia, Slovenia, the Czech Republic and Hungary. The catalogue comprises of around 170 pages and appears in a handy format – also convenient to take along. In alphabetical order by country and city the guests get an overview of the hotels of the biggest hotel group worldwide. Blue for Best Western, grey for Best Western Plus and red for Best Western Premier: The color highlighting of the different brands provides an orientation when choosing a hotel. To render search easier, overview maps for specific metropolitan areas are included. Beside the hotel list with details about all the individual properties, the Hotel Guide also contains important information for planning the next event, for distribution partners or also about the Best Western Rewards customer loyalty program.

New destinations and hotels

In the clearly arranged hotel catalogue the suitable hotel for every guest and occasion can be found: A city trip to Berlin and a beach holiday on the island of Ruegen are just as possible as a seminar stay in Vienna. This year, 15 new houses of the group are presented in the Hotel Guide: 14 new hotels all over Germany as well as one hotel in Vienna complete the offer for the next journey. New destinations include, amongst others, Wolfsburg, Lindau at Lake Constance, Munich-Unterfoehring, Erfurt, Dortmund and Mannheim. The range of seminar hotels is extended too, with locations such as Braunschweig and Bremen.

Guests can book their stay in Best Western hotels online on www.bestwestern.de or www.bestwestern.com, or through toll-free numbers for each country, which can be found on the website. They 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, 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®, 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

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