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Best Western Has Expanded Sales Team of MICE and Corporate Travel

Best Western Hotels Central Europe has expanded and restructured the sales team for MICE and corporate travel. Eight key account managers are now taking care of the support and acquisition of key accounts, divided by segments and regions. Sabatina Schmitt is leading the team as the new sales director. She reports to Marina Christensen, division manager at Best Western Hotels Central Europe, who is in charge of corporate travel and MICE as well as touristic group travel.

Eschborn, November 7th 2017. Full speed ahead: The Best Western Hotels Central Europe GmbH has expanded the sales team in the MICE and corporate business. The newly structured key account management, which is now made up of eight employees and led by Sabatina Schmitt as the new sales director, is focusing on MICE and corporate travel for key accounts and business customers as well as on the country specific support and consulting of partners and agencies. For each geographic region there is one contact person assigned. The new key account manager Primož Golob is taking care of Croatia, Slovenia, Slovakia, Hungary and the Czech Republic. "Our team is now excellently positioned in the sales business for the segments corporate travel and MICE", says division manager Marina Christensen, who is in charge of corporate travel, MICE and touristic group travel at Best Western Hotels Centrals Europe. "Due to the restructuring and specialisation as well as the targeted support of each single region we are reacting to the current changes in the market. This way we are making sure to advise and support our customers and our more than 230 hotels in the best way and with full commitment."

MICE and corporate travel at Best Western

The Best Western Hotels Central Europe GmbH takes care of more than 230 hotels in the ten countries Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. For the segments corporate travel and MICE the group offers comprehensive solutions in metropolises, small and medium-sized cities and attractive holiday regions. Corporate customers receive individual support from the Best Western key account management. Key accounts with a high overnight volume benefit from special corporate rates.

The following press picture is available for download:

Caption: Strong women's sales power for corporate travel and MICE at Best Western: Sabatina Schmitt (above) is leading the key account management team of eight employees and reports to division manager Marina Christensen (below).

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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 approximately 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 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. 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 30 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**

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