

Best Western Holiday Catalogue 2018

Holidays with Best Western Hotels Central Europe: The new holiday catalogue of the hotel group bundles all attractive regions, accommodations and offers in Germany, Austria, Switzerland and Slovenia. Under the title "Reisewelten 2018", almost 70 Best Western hotels in selected holiday regions and attractive cities are presented.

ITB Berlin / Eschborn, March 7th, 2018. With the new holiday catalogue "Reisewelten 2018", Best Western Hotels Central Europe offers a comprehensive marketing tool for the member hotels: The newly launched planner for vacation and short trips shows around 70 Best Western hotels in the four countries Germany, Austria, Switzerland and Slovenia – all of them exciting tourist destinations. "The holiday catalogue is one of our most important tools in the marketing of Best Western hotels. Our 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", say Marcus Smola, CEO Best Western Hotels Central Europe.

In the catalogue, more than 80 pages show a comprehensive selection of holiday diversity on eight different topics: "City Tours", "Culture & Leisure", "Culinary Delights", "Active & Outdoor", "Wellness", "Holidays in the Mountains", "Holidays at the Sea" and "Everyday Breaks". Best Western hotels are presented on illustrated double pages and a corresponding website with more information is just a few clicks away. The new catalogue "Reisewelten 2018" is rounded off with the presentation of the Best Western brand variety: In addition to Best Western, Best Western Plus and Best Western Premier, there are now also hotels of the exclusive soft brand BW Premier Collection, which offer boutique or theme hotel arrangements and promise a very special holiday.

The booking of all arrangements and further offers can be made online via www.bestwestern.de/reisewelten or by telephone via the reservation center. Under the free telephone numbers 0800 2125888 (Germany), 0800 295194 (Austria), 0800 552344 (Switzerland) and 0039 02637841 (Slovenia) information are given on the current daily prices of the individual room categories in the Best Western hotels.

The following press picture is available for download:

Caption: The Best Western Holiday Catalogue "Reisewelten 2018" bundles the offers of around 70 Best Western hotels in Germany, Austria, Switzerland and Slovenia.

Download PRESS RELEASES and PRESS IMAGES:

www.bestwestern.de/presse

About Best Western Hotels Central Europe:

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 eleven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÄ«b®, GL , Executive Residency by Best Western®, BW Premier Collection®, and BW Signature CollectionSM by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Plus Hotel by Best Western and Sure Hotel CollectionSM by Best Western.

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 34 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 Cimbal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

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

Email: anke.cimbal@bestwestern.de Websites

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