

European Best Western Hoteliers Met In Potsdam

Around 300 hoteliers from the countries Germany, Croatia, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary met in Potsdam in Germany for the annual conference of Best Western Hotels Central Europe. The key topic of the three-day conference was "Digitalization". In addition to top-class speakers on the topic, the current and future projects and strategies of the brand were discussed. In addition, many workshops on the main topic provided space for intensive exchange and best practices.

Potsdam/Eschborn, June 7th 2018. Best Western hoteliers from nine European countries met in Germany: Best Western Hotels Central Europe GmbH invited Best Western hoteliers from Germany, Croatia, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic, and Hungary for the group's annual conference in Potsdam. The focus of this year's conference at the Kongresshotel Potsdam on Lake Templiner See was on the topic digitalization, with top-level presentations by keynote speakers, speakers from the industry and intensive exchange in workshops and lectures. "Digitalization means for all of us epochal changes and it has an impact on all areas of the hotel industry. At our conference we were able to examine the topic of digital transformation in detail and discuss the various facets with experts, all relevant departments and our hoteliers. Digital change is in full swing and challenges our entire industry. Such a complex challenge underscores the value of joining a group like Best Western, since we can master these far-reaching changes together," said Marcus Smola, CEO of Best Western Hotels Central Europe GmbH. One of the highlights of the conference was a look beyond the horizon with Sven Gábor Jánosky, one of the most popular futurologists and most innovative trend researcher in Germany at the present time. Jánosky took the participants on a journey into the year 2025 and shed light on the effects that the topic of "Artificial Intelligence", for example, has had on our living environments and especially the hotel industry up to then. From this trend scenario, the keynote speaker derived key strategy recommendations for the hotel industry and pointed out possible business models for the future. Further the participants exchanged ideas on brand plans and strategies and discussed current topics in the industry at the event in Potsdam.

The following press image is available for download:

Caption: Best Western hoteliers from nine European countries met for the Best Western annual conference in Potsdam near Berlin, Germany.

Additional photos are available for download at:

www.bestwestern.de/Bildmaterial

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 (BWCE) 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 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

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