

Alpen Resort Hotel in Switzerland Joins BW Signature Collection

New hotel for BW Signature Collection in Switzerland: The Alpen Resort Hotel in Zermatt has joined the soft brand by Best Western Hotels & Resorts.

Eschborn / Zermatt, 17th September 2018. Soft brand by Best Western in Switzerland: The Alpen Resort Hotel in Zermatt joins the BW Signature Collection by Best Western Hotels & Resorts. BW Signature Collection is a soft brand for independent private upper-midscale hotels with a special design. Under the umbrella of BW Signature Collection selected hotels are marketed, which do not belong to the brand Best Western but can also be booked on the Best Western website and other booking channels. Hotels belonging to this collection benefit, amongst others, from the sales activities and loyalty program of Best Western, as well as from the worldwide conditions of all global partnerships of Best Western Hotels & Resorts. The Alpen Resort Hotel is the second hotel in Switzerland, next to the Gasthaus zur Waldegg in Horw/Lucerne, to belong to the BW Signature Collection. "In the face of the growing consolidation and growing competition within the hotel industry it is particularly important to offer hotel operators and hotel groups with very individual properties solutions and concepts for worldwide marketing. The hotels stay brand-independent and at the same time benefit from the strong sales and distribution support of a global hotel brand", says Marcus Smola, CEO of the Best Western Hotels Central Europe GmbH headquartered in Eschborn, Germany. With eleven different brand concepts, ten of which in Europe, Best Western Hotels & Resorts today provides hotels, operators and guests with tailor-made offers and more flexibility than ever before. "This brand diversity gives hotel operators the opportunity to choose the adequate concept for their specific hotel and this way meet the requirements of the market best. At the same time, the broad portfolio makes it easier for travelers to choose the right hotel", adds Smola.

Resort Hotel at the Matterhorn

The Alpen Resort Hotel in Zermatt is located at the foot of the world-famous Matterhorn, the train station Zermatt is only a few steps away. The four-star hotel has its own wellness area with various baths and saunas. Guests can relax with massages as well as in the heated swimming pool, steam bath or whirlpool. The hotel's own Matterhorn Restaurant serves Swiss and international cuisine and offers an exquisite selection of wines. All 59 rooms of the Alpen Resort Hotel have a balcony or a terrace, mostly with a view to the Matterhorn. In winter, a ski room with ski boot dryer and personal lockers for ski equipment are available. In Zermatt, the Suneggabahn and the Gornergratbahn are only a few minutes' walk away and bring guests directly to the winter sports area.

Best Western with three soft brands for all categories

At the start of the year Best Western presented three new worldwide soft brands for all categories: BW Premier Collection, BW Signature Collection and Sure Hotel Collection. The three soft brands are designed for different hotel categories and are based on the respective standards of the full brands Best Western Premier, Best Western Plus and Best Western. The exclusive BW Premier Collection has been launched successfully in the region of Best Western Hotels Central Europe with three hotels in Vienna/Austria, Ramsau close to Berchtesgaden/Germany and in the Motorworld Region Stuttgart in Boeblingen/Germany. Gasthaus zur Waldegg in Horw/Lucerne and Alpen Resort Hotel in Zermatt, both in Switzerland, are part of BW Signature Collection. "Soft brands are particularly interesting for hotels that are already well established with their own name, but also for new hotel projects that want to position themselves very individually without extensive branding", says Best Western Hotels Central Europe CEO Smola. All soft brand hotels of Best Western Hotels & Resorts receive the full service package of the worldwide brand network: The hotels are not operated under

the brand name Best Western Hotel but can be booked via all Best Western booking channels, such as the Best Western websites, via the worldwide telephone reservation centres as well as via GDS and other booking channels. In addition, the hotels benefit from the worldwide terms and conditions of all global partnerships - from OTAs and other distribution partners to key account management for corporate and travel agency contracts. Furthermore, all hotels are part of the worldwide loyalty program Best Western Rewards with 34 million users and loyalty partners such as Lufthansa Miles and More and Payback.

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The following press picture is available for download:

Caption: The Alpen Resort Hotel in Zermatt has joined the BW Signature Collection of Best Western Hotels & Resorts.

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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, V&A, GL, Executive Residency by Best Western, BW Premier Collection, and BW Signature Collection by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Hotel Plus by Best Western and Sure Hotel Collection 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 37 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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