

## Best Western at GBTA Conference 2018 in Berlin

**Best Western Hotels & Resorts will present its worldwide hotel portfolio for business travellers at this year's GBTA Conference 2018, which will be held in partnership with VDR in Berlin from November 27th to 29th . The GBTA Conference is Europe's largest conference for the business travel market and takes place for the fifth time in Germany.**

**Eschborn / Berlin, November 13<sup>th</sup>, 2018.** Berlin will be the European meeting point for the business travel market at the end of November. Europe's largest conference for business travel will take place from 27<sup>th</sup> to 29<sup>th</sup> of November in Berlin and for the fifth time in Germany. This year's GBTA Conference (Global Business Travel Association) will again be held in partnership with VDR (Verband Deutsches Reisemanagement e.V.). For the first time Best Western Hotels & Resorts will also be represented at the conference at a trade fair and meeting booth with its worldwide range of hotels and various services for the business travel market. "We are delighted to meet all relevant European business travel contacts at this year's GBTA Conference to present our solutions and discuss current trends in the market," says Marina Christensen, Head of Sales at Best Western Hotels Central Europe GmbH, which offers around 230 hotels for business trips, conferences or events in the ten countries Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary with around 1,000 event rooms for up to 1,200 people. "As an international hotel group, we offer tailored solutions for business travel management both, for medium-sized companies as well as for large enterprises with our hotel offering and services," clarifies Christensen.

### **Global Business Travel Management Solutions**

Comprehensive services such as online bookability and individually tailored business travel solutions like personal key account management or volume contracts and company advantage rate program for small and medium-sized companies play a key role in Best Western's offering, as does the dense network of business hotels worldwide. "Business travellers can fully rely on us from the planning to the execution of their trip," adds Marina Christensen. "For business travel and meetings segment, we offer a comprehensive range of services not only in large cities, but also in smaller and medium-sized towns and attractive holiday regions. Corporate customers are individually looked after by our Key Account Management, while major customers with a high volume of bookings receive special corporate rates," explains Christensen. "Also small and medium-size enterprises profit from the Best Western company advantage rate program and price advantages. For the conference and seminar range we offer a fully automated online reservation process on our homepage, which makes MICE inquiries and bookings possible in real time online on basis of live rates and live availabilities."

### **Business Travel on the Move**

The business travel expert continues: "The business travel and MICE industry is constantly on the move. The demands of travelers are changing, new event formats and topics such as sustainability or digital networking are constantly facing organizers, planners and buyers of business trips with new challenges. In addition, technological developments are revolutionising the purchasing of hotel services. Here we support with our quality standards, tailor-made solutions and offers".

**The following press picture is available for download:**

*"The business travel and MICE industry is on the move and Best Western has adapted to this with suitable solutions for business travel management," says Marina Christensen, Head of Sales at Best Western Hotels Central Europe GmbH.*

**Download PRESS RELEASES and PRESS IMAGES:**

[www.bestwestern.de/presse](http://www.bestwestern.de/presse)

**About Best Western® Hotels & Resorts:**

*Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200\* hotels in more than 100\* countries and territories worldwide. Best Western offers 13 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®, Sadie Hotel<sup>SM</sup>, Aiden Hotel<sup>SM</sup>, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as its recently launched franchise offerings: SureStay® Hotel by Best Western, SureStay Plus® Hotel by Best Western and SureStay Collection® by Best Western. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Best Western continues to set industry records regarding awards and accolades, including 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-mid-price and mid-price hotel brands, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category. Best Western has also won nine consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 58 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in J.D. Power's 2017 North America Hotel Guest Satisfaction Index Study – ranking first in breakfast (food and beverage category) for midscale; and second in overall guest satisfaction. Over 35 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-branded hotel worldwide. Best Western's partnerships with AAA/CAA and Google® Street View provide travelers with exciting ways to interact with the brand. Through its partnership with Google Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.*

*\* All Best Western and SureStay-branded hotels are independently owned and operated.*

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

**For further information please contact:**

**Best Western Hotels Central Europe GmbH**

*Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland*

Anke Cimal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

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

Mail: [anke.cimal@bestwestern.de](mailto:anke.cimal@bestwestern.de)

Websites [www.bestwestern.de](http://www.bestwestern.de), [www.bestwestern.de/presse](http://www.bestwestern.de/presse)