

European Best Western Hoteliers Met in Germany

Best Western Hoteliers from nine European countries met in Lueneburg in Germany for the annual conference of Best Western Hotels Central Europe GmbH. At the three-day conference at the Best Western Premier Castanea Resort Hotel with around 300 participants, the current and future projects and strategies of the brand were discussed. In addition, the hoteliers elected a new ten-member Advisory Board of Best Western Hotels Central Europe GmbH at their meeting.

Lueneburg / Eschborn, 2019, June 3rd. Best Western Hoteliers from nine European countries met in Northern Germany: Best Western Hotels Central Europe GmbH had invited Best Western Hoteliers from Germany, Croatia, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary to the annual conference and annual Partner Assembly at the Best Western Premier Castanea Resort Hotel in Adendorf near Lueneburg. Thus at the end of May hoteliers from all countries came together, which are united under the roof of the Best Western Hotels Central Europe GmbH.

Intensive exchange on current trend topics

At the three-day event in Lueneburg, the hoteliers exchanged ideas about their brand's plans and strategies and discussed current industry topics such as distribution trends, brand marketing, development, e-commerce, revenue management, employer branding, loyalty management and CRM. The internationally renowned guest speaker Steven van Belleghem was invited as keynote speaker. Van Belleghem is an entrepreneur, author and marketing professor who examined the topic "Customers of the day after tomorrow", the latest technologies and customer-oriented action in his lecture. "At our conferences, we take a close look at current topics and look at future trends, always thinking outside the box. It is inspiring for all of us to discuss the various specialist topics with all their facets with all relevant departments and our hoteliers," explain Marcus Smola and Carmen Duecker, both CEOs of Best Western Hotels Central Europe GmbH.

New ten-member Advisory Board was elected by the hoteliers

During their conference the hoteliers elected a new Advisory Board of Best Western Hotels Central Europe GmbH. The Advisory Board of the Best Western Hotels Central Europe is elected by all Best Western hoteliers in their Partner Assembly, the body that decides on all important decisions and strategies of the brand. The representative advisory board, in which elected hoteliers from all regions of the organization are represented, consists of a total of ten members. The Best Western hoteliers Christoph Unckell as President and Chairman, Bertram Spaeth as Deputy Chairman, Kai Gelhausen, Oliver Schreiber, Frank Pentzin and Carsten Weber are confirmed as members of the board. As representatives of the four regions Germany/Luxembourg, Switzerland/Liechtenstein, Austria and Central Eastern Europe - including the Czech Republic, Slovakia, Hungary, Slovenia and Croatia – the following hoteliers were elected to complete the Advisory Board: Yonca Yalaz, Managing Director of the Plaza Hotel Group, which operates around 20 hotels with the Best Western brand, was newly elected to the Advisory Board as representative for the Germany/Luxembourg region. Arnold Graf from the Best Western Plus Hotel Bahnhof in Schaffhausen for the Switzerland/Liechtenstein region, Thomas Hackl from the Best Western Plus Hotel Goldener Adler in Innsbruck for Austria as well as Gregor Jamnik from the Best Western Premier Hotel Slon in Ljubljana and Best Western Premier Hotel Lovec in Bled, both Slovenia, for the Central Eastern Europe region were confirmed as members of the Advisory Board. "As members of the Advisory Board we will continue to ensure that the co-determination of all countries and hoteliers in all strategic decisions of our brand is guaranteed. We would like to thank Ferdinand Bock from Best

Western Premier Parkhotel Kronsberg in Hanover, who did not run for the elections this year, for his many years of dedicated service on the Advisory Board of our group", explains Christoph Unckell, re-elected Chairman of the Advisory Board.

The following press picture is available for download:

Best Western hoteliers from nine European countries met at the end of May for the Best Western Annual Conference in Lueneburg, Germany.

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About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,500 hotels in nearly 100 countries and territories worldwide. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , AidenSM, SadieSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises**. 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. All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. 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 Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 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 at the same time retain their individual style and their entrepreneurial independence.

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 40 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

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

***All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe all*

hotels of SureStay are branded as Sure Hotels.

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