

18 New Best Western Hotels in 2019

New hotels and new brands: Best Western Hotels Central Europe has recorded a successful first half of 2019. 18 hotels with around 1,600 rooms in Germany and Austria have already decided to cooperate with the international hotel group in the first few months of 2019. The new additions include existing hotels in Fulda, Fuerth, Viernheim, Mannheim, Speyer, Cottbus, Osnabrueck, Kiefersfelden, Weil am Rhein and Biberach as well as in Austria in Waengle and Vienna. In addition, five new hotel construction projects this year have opted for a brand connection, which will open after completion in Munich, Immendingen, Wehingen and in Austria in Steyr and Zell am See as Best Western Hotels. In the first half of 2019, the Best Western brand portfolio was also expanded once again, with the BW Signature Collection and Aiden by Best Western, two new brands, launched in Germany in 2019.

Eschborn/Germany, September 3rd 2019. Best Western Hotels Central Europe continues to expand: In the first half of 2019, a total of 18 hotels with around 1,600 rooms in Germany and Austria have already joined the international hotel group Best Western Hotels & Resorts. The new Best Western hotels in Germany in 2019 are located in Osnabrueck, Speyer, Weil am Rhein, Mannheim, Viernheim, Cottbus, Ottobeuren and Kiefersfelden. The two Austrian entrances, Best Western Panoramahotel Talhof in Waengle and Best Western Plus Celebrity Suites in Vienna, have also provided for international growth. With the new Aiden by Best Western @ Biberach, the start for a new brand in Germany has also been given in 2019. "Our new hotels complement our portfolio very well with their individual character. I am particularly pleased that we were able to convince operators and hoteliers of our services, from holiday and conference hotels to design hotels. We expect another five to ten hotels to opt for our brand offering by the end of the year," says Andreas Westerburg, Head of Hotel Development Best Western Hotels Central Europe GmbH.

In addition to the full brands, the so-called soft brands also recorded inflows. While the Sure Hotel Collection was launched at the end of last year with three hotels in Germany, the fourth hotel in the hotel collection, the Altstadtotel Arte in Fulda, was added at the beginning of 2019. In addition, the third soft brand of the international hotel group has now been launched in Germany, as the Excelsior Hotel Nuernberg Fuerth in Fuerth near Nuremberg is the first hotel of the BW Signature Collection in Germany. The various soft brands of Best Western Hotels & Resorts are aimed at private and individual hotels of the upper middle class with a special design and are particularly suitable for brand-independent hotels that have already established themselves on the market with their own name and still want to benefit from the sales and marketing services of a global partner.

In addition, five new hotel construction projects which will open in 2020 have already chosen Best Western Hotels & Resorts this year. The planned hotels, some of which are already under construction, include projects in Munich, Immendingen, Wehingen, also in Steyr and Zell am See, both Austria.

In 2019, the hotel portfolio of Best Western Hotels Central Europe GmbH also grew by 60 hotels of the WorldHotels Collection in this region. Best Western Hotels & Resorts acquired WorldHotels at the beginning of the year, which includes around 300 independent hotels and resorts in the upper midscale and luxury segments worldwide.

Growth with 16 Brands

Overall, the Best Western Hotels & Resorts brand family includes both full brands and soft brands for all categories worldwide. Today, the group offers 16 hotel brands under one corporate umbrella that meet the needs and requirements of hotel developers and guests around the world. Full brands include Best Western, Best Western Plus, Best Western Premier, Executive Residency by Best Western, VÄ«b, GL , Aiden and Sadie as well as Sure Hotel and Sure Hotel Plus, which are managed outside Europe under the name SureStay. In addition, Best Western Hotels & Resorts presents three Soft Brands as marketing offers for hotels that are managed without Best Western branding and at the same time benefit from the hotel group's worldwide service offering: BW Premier Collection, BW Signature Collection and Sure Hotel Collection. The three soft brands are designed for different hotel categories and their respective standards are based on the brands of the full brands Best Western Premier, Best Western Plus and Best Western. With the acquisition of WorldHotels in February 2019, the independent Soft Brands WorldHotels Luxury, WorldHotels Elite and WorldHotels Distinctive now complement the group's portfolio. "All hotels of Best Western, Sure Hotels and WorldHotels are entrepreneurially independent and individually managed. Our broad brand offering offers hotel operators, developers and investors the opportunity to choose the right concept for their own hotel," explains Marcus Smola, CEO of Best Western Hotels Central Europe GmbH.

The following press picture is available for download:

The Best Western Panoramahotel Talhof in Waengle (Austria) is one of 18 hotels that have chosen Best Western Hotels & Resorts.

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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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