

## Young Professionals at Best Talents Day 2019

**Promoting and appreciating talent - this is highly valued at Best Western Hotels Central Europe. The hotel group invited talents of the hotels to Best Talents Day for the seventh time in a row. On September 5th, the motivated employees from all hotel working areas experienced a comprehensive training and workshop program in which personal skills were the focus.**

**Eschborn/Bad Staffelstein (Germany), September 9<sup>th</sup> 2019.** Outstanding talents must be supported: Best Western Hotels Central Europe, headquartered in Eschborn, Germany, organized the Best Talents Day program for young talents – this year for the seventh time in a row. Selected young high professionals from Best Western Hotels were invited exclusively to a day dedicated to personal development. On September 5<sup>th</sup>, talents from all areas experienced a day particularly cut to them. It contained both communication and personality trainings under the leadership of a renowned career coach, personnel consultants and Best Western Central Europe's CEO Marcus Smola. "We are responding to the shortage of skilled staff in the hotel industry and are actively working against it. Finding talented people is only the first step, promoting them is at least as important. On Best Talents Day, everything revolves around our best talents, whom we want to value and promote especially for their great achievements," explains Smola.

The Best Talents Day was attended by the best talents from various sectors of different Best Western Hotels - from outstanding trainees to receptionists, chefs, sales persons, F&B managers and accountants. "Promoting and retaining talented employees - that's what we're all about. Our hotels work best with their employees who are committed to the well-being of our guests on a daily basis," Smola continued. The seminar day was rounded off with a joint evening program.

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

*Best Talents Day 2019: "Promoting and retaining talented employees - that's what we're all about", says Marcus Smola, CEO Best Western Hotels Central Europe.*

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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 , Aiden<sup>SM</sup>, Sadie<sup>SM</sup>, 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](http://www.bestwestern.de) and [www.bestwestern.com](http://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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