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## Serhat Goetz: New Director Leisure Sales at Best Western

**Serhat Goetz has been announced as new Director Leisure Sales at Best Western Hotels Central Europe GmbH. He is responsible for the leisure sales of 230 hotels in ten countries. Serhat Goetz joined the company from the German wholesaler TP Tour Project, where he was Managing Director since 2016.**

**Eschborn, September 26, 2019.** In September, leisure expert Serhat Goetz was appointed as new Director Leisure Sales at Best Western Hotels Central Europe GmbH. Goetz leads the leisure sales of Best Western Hotels Central Europe, including around 230 hotels in the ten countries Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic, and Hungary. In his new position Serhat Goetz is responsible for the individual and group sales department, for the key account management and customer development. He will also be in charge for negotiating and concluding contracts with national and international customers, for the strategic planning within the department and Best Western's direction within the leisure markets.

Before he joined Best Western in Eschborn, Serhat Goetz spent the last three years as Managing Director of the wholesaler TP Tour Project based in Wetttenberg near Frankfurt. Previously, he has become well known in the industry as Key Account Director Leisure & Business Travel Partners at the InterContinental Hotels Group. There, he was responsible for strategic key accounts in the German speaking markets from 2007 to 2016. "We are very pleased to have Serhat Goetz join our team. He is an outstanding specialist in the leisure sector and has made an excellent reputation for himself within the tourism industry. We are convinced that Serhat Goetz will successfully lead our distribution within the tourism arena and set new impulses", explains Marina Christensen, Head of Sales at Best Western Hotels Central Europe.

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

*Serhat Goetz is new Director Leisure Sales at Best Western Hotels Central Europe GmbH since September 2019.*

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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.*

## **For further information please contact:**

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