

Best Western Conference Planner 2020 with New MICE Offers

The new Best Western Conference Planner 2020 has been released: The catalogue for seminars, conferences and events presents the versatile MICE offers of 91 Best Western Hotels from Germany and Slovenia on more than 200 pages. This year, it introduces some novelties, such as compact descriptions of the conference hotels with extensive information at a glance.

Eschborn/Germany, October 9, 2019. Planning successful conferences with the support of the new Best Western Conference Planner 2020: the catalogue for seminars, conferences, and events has been released. On more than 200 pages, 91 conference hotels offering more than 1,000 conference rooms are presented. Clients will find some novelties in the newest edition of the 2020 planner, like short descriptions of the hotels focusing on unique features and advantages of the single hotels. Recommendations for a suitable social program are also displayed. The Best Western Conference Planner is published in two languages, German and English.

The conference planner gives an overview of the manifold MICE (Meetings, Incentives, Conventions, Events) offers of selected Best Western Hotels in Germany and Slovenia for planning individual events of all different kinds – from small board meetings to large congresses. The catalogue presents hotels not only in the areas of large bustling cities like Nuremberg, Berlin or Basel, but also includes properties in the countryside where groups have many opportunities to strengthen their team spirit with fun sports activities, cooking classes or beer tastings. "The new Conference Planner 2019 shows the diverse conference possibilities and provides an overview of the conference capacities, supporting programs and possibilities of our hotels," explains Marina Christensen, Head of Sales Best Western Hotels Central Europe GmbH. "Our biggest goal: conference guests should feel at home with us and their event should be successful. Event hosts know how important reliable hotel partners are. With our tested quality standards, we guarantee the security that a conference customer expects," says Christensen.

The team of the Best Western conference service assist clients with selecting suitable hotels and give recommendations for the social program – on the phone or via the integrated live chat on the Best Western Hotels website. Within 24 hours, event organizers receive proposals for all requested destinations as well as suitable dates.

The following press picture is available for download:

On 204 pages, the Best Western Conference Planner 2020 presents 91 conference hotels, offering more than 1,000 conference rooms.

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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 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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