

Change to Sure Hotel Collection: Parkhotel Ropeter joins Soft Brand

There is a brand change in Goettingen, Germany: The former Best Western Parkhotel Ropeter has been part of the Sure Hotel Collection since 1 January. This means that the four-star hotel will remain in the BWH Hotel Group brand family and at the same time, with the soft brand, has opted for an outwardly brand-independent appearance. Still there: the full sales and marketing power of the group that unites around 300 independent hotels in the Central European market under its brand umbrella.

Goettingen/Eschborn, 6 January 2020. The Sure Hotel Group continues to grow: the former Best Western Parkhotel Ropeter has changed to one of the soft brands of BWH Hotel Group Central Europe, Sure Hotel Collection, as of 1 January 2020. This means that the 116-room hotel is now positioning itself even more individually on the market and continues to use all the services of the BWH Hotel Group. Externally, it will appear under its own name as Parkhotel Ropeter, independently of the brand. At the same time, it will remain part of the BWH Hotel Group, the umbrella brand of the Sure Hotel Group, Best Western Hotels & Resorts and the WorldHotels Collection. This means that the four-star hotel in Goettingen will have the full sales and marketing package of the group at its disposal - it will continue to be bookable via all Best Western booking channels, such as the Best Western websites, the worldwide telephone reservation centres and via GDS. The hotel also benefits from all global partnerships and conditions as well as the sales and marketing expertise of the BWH Hotel Group. Last but not least, guests continue to collect points at Parkhotel Ropeter - both with the brand's own loyalty program Best Western Rewards and with partner programs such as Miles&More.

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About BWH Hotel Group®:

*The BWH Hotel Group® is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. * BWH Hotel Group offers a total of 17 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive. SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM complete the group's brand portfolio. ** BWH Hotel Group offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels RewardsSM with more than 40 million members.*

BWH Hotel Group Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: www.bwhhotelgroup.de 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, SureStay Hotels are managed with the brand Sure Hotels.*

Further information and press contact:

BWH Hotel Group Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel. +49 (61 96) 47 24 -301

E-Mail: presse@bwhhotelgroup.de

Internet: www.bestwestern.de www.bwhhotelgroup.de