

Growth in Central Europe: 15 New Hotels and Projects since January

BWH Hotel Group Central Europe announces a successful start in 2020: Since January, ten hotels in Germany, Austria and the Czech Republic have already decided to join the international group with one of the 18 brands. In addition, five more new hotel projects will follow, four of them will open until the end of this year. The new brand Aiden by Best Western has also been launched in Germany with a lifestyle hotel in Biberach.

Eschborn (Germany), March 3, 2020. BWH Hotel Group Central Europe is growing and started a successful year 2020: With a total of 15 new hotels and hotel projects added in the first few months of the year, around 300 hotels in the ten countries Germany, Luxembourg, Austria, Switzerland, Liechtenstein, Croatia, Slovakia, Slovenia, the Czech Republic and Hungary will benefit from the advantages of the international hotel group. BWH Hotel Group is the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group. The new additions since January cover different target groups and needs and will operate with one of BWH Hotel Group's full or soft brands: four city hotels in Cottbus, Essen, Frankfurt and Prague, two holiday hotels in Ottobeuren at the German Allgaeu region and in Zell am See, Austria, a design hotel in Einbeck, Germany, and the group's largest hotel in Germany with 351 rooms in Hanover. In addition, the lifestyle brand concept Aiden started January 2020 in the German market: In the Swabian town of Biberach an der Riss, the privately managed Aiden by Best Western @ Biberach with a total of 109 rooms sets a "boutique-coolness" atmosphere, and provides a lively, engaged and welcoming environment to travelers looking for a hotel that blends hip, casual charm with an eclectic neighborhood feel. The newly opened Fleming's Express Hotel Wuppertal was welcomed as a new member of the WorldHotels Collection, one of the three brand families of the BWH Hotel Group. Other hotel projects that will open this year include city hotels in Immendingen and Wehingen on the Swabian Alb as well as in Dreieich near Frankfurt and in Kiefersfelden in the Rosenheim district, all in Germany. Furthermore, a new Best Western Plus Hotel is being built as part of the major Quartier Kaiserlei project in Offenbach, Germany, which is scheduled to open at the beginning of 2022.

As a service partner of hotels, BWH Hotel Group helps to increase the economic success and competitiveness of its partner hotels. The individual hotels thus benefit from comprehensive marketing and sales activities for all relevant market segments and target groups. The hotels, some of which are family-run, retain their entrepreneurial independence. "With their individual character, the new hotels very well complement our portfolio, which today is more diverse than ever and can meet every need. I am particularly pleased that we were able to convince operators and hoteliers of our services, from holiday and conference hotels to design hotels," says Andreas Westerburg, Head of Hotel Development BWH Hotel Group Central Europe GmbH.

Full and Soft Brands: 18 Brands for all Categories

The expansion of the hotel portfolio in the Central Europe region will be steadily advanced with new brand concepts. Today, the BWH Hotel Group comprises a total of 18 hotel brands worldwide, which meet the requirements and needs of hotel developers and guests all over the world. Great potential is seen in the so-called soft brands such as BW Signature Collection, BW Premier Collection and Sure Hotel Collection as well as in new lifestyle brands such as Aiden. In addition, the range was expanded to include the luxury segment through the international acquisition of the WorldHotels Collection last year. "The demand for individual solutions for global marketing is growing continuously. With our brand diversity, hotel operators and hotel groups can choose the appropriate concept for the respective hotel in order to best meet the demands of the

market," explains Westerburg.

Overview: New Hotels and Projects since January 2020 in Central Europe

Brand	Hotel	Destination	Country	Rooms
Aiden	Aiden by Best Western @ Biberach	Biberach	Germany	109
Best Western Premier	Best Western Premier Hotel Essence	Prag	Czech Republic	53
WorldHotels Distinctive	Fleming's Express Hotel Wuppertal	Wuppertal	Germany	172
BW Signature Collection	ELEMENTS Resort	Zell am See	Austria	54
Best Western Plus	Best Western Plus Parkhotel Maximilian	Ottobeuren	Germany	111
Best Western Plus	Best Western Plus Parkhotel & Spa	Cottbus	Germany	40
Sure Hotel Collection	Hotel Essener Hof	Essen	Germany	114
BW Signature Collection	FRElgeist Hotel Einbeck	Einbeck	Germany	63
Best Western Plus	Best Western Plus Welcome Hotel Frankfurt	Frankfurt	Germany	173
BW Signature Collection	loftstyle Hannover	Hannover	Germany	351
Best Western	Best Western Hotel Junge Donau	Immendingen	Germany	96
Best Western	Best Western Hotel Schlossberg	Wehingen	Germany	50
Best Western	Best Western Hotel Kiefersfelden	Kiefersfelden	Germany	100
Best Western	Best Western Hotel Frankfurt Airport Dreieich	Dreieich	Germany	92
Best Western Plus	Best Western Plus Hotel Frankfurt/Kaiserlei	Offenbach	Germany	188

The following press pictures are available for download:

The first Aiden® by Best Western in Germany: In the heart of Biberach, the boutique hotel and lifestyle hotel Aiden by Best Western @ Biberach opened early 2020 with 109 rooms.

Hotel FRElgeist Einbeck in Germany is the new stylish member of BW Signature Collection by Best Western.

Hotel Project 2020 in Germany: Best Western Hotel Kiefersfelden, a modern 100-room hotel, is being built in the Rosenheim district on the "Kaiserreich Kiefersfelden" commercial and leisure area.

Between Offenbach and Frankfurt, Germany, the new Best Western Plus Hotel Frankfurt/Kaiserlei is being built as part of the major project Quartier Kaiserlei. It is scheduled to open in 2022. Picture: KSP Jürgen Engel Architekten / CG Gruppe AG

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About BWH Hotel GroupSM:

*The BWH Hotel GroupSM 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 18 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, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM complete the group's brand portfolio. ** BWH Hotel GroupSM 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 GroupSM 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.*

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