

## We care clean: Information and Measures Online on Covid-19

**All hygiene standards, safety and Covid-19 information at a glance: With the campaign "We care clean", the BWH Hotel Group Central Europe publishes all relevant information and measures per location and hotel on its own website. Thus, the approximately 300 hotels in ten European countries, which have additionally upgraded their hygiene standards and developed strategies for a successful restart, already comprehensively serve the increased information needs of guests and travellers before and during the booking process.**

**Eschborn/Germany, June 30, 2020.** Safety and hygiene first: The hotels of BWH Hotel Group Central Europe have reopened and ramped up their operations after weeks of temporary closure due to Corona crisis. The approximately 300 hotels of the group in ten European countries are following the recommendations of the hotel associations and the official regulations of their country or state. Comprehensive hygienic measures are implemented in all areas of the operations, so the best possible precautions for the health and safety of guests and employees can be guaranteed. Guests are informed about all safety and hygiene measures in each hotel exclusively and first-hand directly on the website. "We serve the increased information and safety needs of our guests in this complex situation with regionally very different regulations under the worldwide concept 'We care clean' by providing comprehensive information on our websites, which are adapted to regional guidelines and individual situations down to the individual hotel. This is a decisive advantage, as the information on the large booking platforms is often only standardized," says Carmen Dücker, CEO of BWH Hotel Group Central Europe based in Eschborn, Germany. "The safety and health of guests and employees is a top priority in our hotels. In coordination with the requirements of the individual states and countries, the health authorities and the adapted occupational health and safety regulations, the group's hotels rely on consistent hygiene and safety concepts and measures in all areas, such as strict adherence to distance regulations and even increased cleaning and disinfection cycles of the rooms," Dücker continues.

### **First-hand information: All measures already visible at booking online**

A direct communication of all information for the guests regarding spacing rules, breakfast offers and further measures in the hotels already takes place during research and booking via the Best Western Hotels & Resorts' own website [www.bestwestern.de/.at/.ch](http://www.bestwestern.de/.at/.ch): There, the Covid-19 information valid for each hotel and location is stored and corresponding updates of the responsible state authorities are included. In addition to their respective hygiene and safety measures, the establishments also describe special services and possible service restrictions on site.

### **Focus on hygiene and safety: Comprehensive protection concepts in all hotels**

All measures for the protection of guests and employees in the hotels of the BWH Hotel Group Central Europe have been implemented in accordance with the specifications of the respective state authorities, health authorities and hygiene and safety regulations of the national hotel associations. These include, for example, minimum distances via markings on the floor and the enlargement of gaps at the reception and other hotel areas such as the restaurant and lobby. Furthermore informing guests about hygiene regulations when booking and checking in, working with mouth guards and intensified cleaning and disinfection of all rooms after each stay and the public areas according to tested hygiene regulations. In addition, dispensers with disinfectants suitable for viruses are available in all public areas and staff are regularly trained in hygiene. Rules of conduct and hygiene measures are documented, for example, by displays and notices at reception or in the elevator. In addition, recommendations such as plexiglass panels at reception and the positioning of the

credit card terminal at the greatest possible distance are also applicable to the Group's hotels. All contact surfaces such as key cards, door handles, elevator buttons and light switches are subject to regular intensive cleaning. Furthermore, the breakfast offer, which is reduced depending on the hotel, can be offered "to go" in portions, selected and ordered in advance as table service or served directly to the room via room service. Housekeeping recommends that small and decorative items be temporarily removed from the rooms and that towels and bed linen be changed only on request. Furthermore, regular ventilation is essential in all areas. In addition, a comprehensive catalogue of hygiene standards of BWH Hotel Group Central Europe applies, which has always been applied and regularly reviewed in all hotels of the group. Under the name "We care clean", the global hygiene program of Best Western Hotels & Resorts was again expanded and improved during the Corona crisis, so it now has even higher hygiene standards in accordance with the specifications of international health organizations.

Guests are expected to adhere to rules of conduct such as a minimum distance of 1.5 metres, wearing a mouth-and-nose cover, avoiding shaking hands, washing their hands thoroughly and informing the reception desk if they feel unwell. These are summarized, as is further Covid-19 information, on the group's website:

[https://www.bestwestern.de/en/covid-19-update\\_en.html](https://www.bestwestern.de/en/covid-19-update_en.html)

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

*Caption: Hygiene, distance & Co - "We care clean": The 300 hotels of the BWH Hotel Group Central Europe have developed strategies and measures for a safe restart and already provide up-to-date and regionally adapted information per hotel on their own websites.*

*"We serve the increased information and safety needs of our guests in this complex situation by providing comprehensive information on our websites, which are adapted to regional guidelines and individual situations down to the individual hotel. This is a decisive advantage, as the information on the large booking platforms is often only standardized," says Carmen Dücker, CEO of BWH Hotel Group Central Europe based in Eschborn, Germany.*

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### **About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> 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 Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group<sup>SM</sup> 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 Rewards<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group<sup>SM</sup> 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](http://www.bwhhotelgroup.de) [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, 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 | Luxembourg | Slovakia | Slovenia | Switzerland*

Anke Cimbäl, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

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

E-Mail: [presse@bwhhotelgroup.de](mailto:presse@bwhhotelgroup.de)

Internet: [www.bestwestern.de](http://www.bestwestern.de) [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de)