

Growth in the First Half of 2020: Plus 2,000 Rooms for BWH Hotel Group

Despite difficult times, the BWH Hotel Group Central Europe has recorded a successful first half of 2020 and more than 2,000 new rooms in its region: 19 new hotels and projects have decided to cooperate with the international group and will use one of the 18 brands in total. Almost two thirds of the new hotels are launched with one of the well-known full brands, eight hotels are new buildings and one will celebrate the brand launch of the lifestyle concept Aiden by Best Western in Austria in mid-June 2021. The focus in the expansion of the portfolio continues to be in Germany.

Eschborn/Germany, July 15, 2020. BWH Hotel Group Central Europe still grows and continues to expand its portfolio - both with its full and soft brands. In Central Europe, the group of independent hotels can already report a total of 19 new hotels and hotel projects with more than 2,000 new rooms in the first half of 2020. "We are still dealing with difficult times caused by the Corona crisis, and to be honest, they will continue in the coming months and years. Despite these difficult times, we are seeing demand from hotels that have a need for the services of our group. And perhaps some are just now realizing how sensible and useful the support of a strong and international community and brand is," says Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH based in Eschborn, Germany. With his team, he is responsible for around 300 hotels in the ten European countries Germany, Luxembourg, Austria, Switzerland, Liechtenstein, Croatia, Slovakia, Slovenia, the Czech Republic and Hungary.

New properties:

Full brands still strong, almost half of them new buildings, brand launch in Austria

Almost two thirds of the new properties, most of which are located in Germany, opted for one of the strong and visible full brands in the first six months of the year, such as Best Western, Best Western Plus and Best Western Premier. Eight hotels are starting with one of the group's soft brands, namely BW Signature Collection, Sure Hotel Collection and WorldHotels Collection. Also, eight hotels are new buildings, the remainder are existing properties, some of which were extensively renovated and modernized before joining the brands. While the new lifestyle brand Aiden has already been represented in Germany since the beginning of the year in the Swabian town of Biberach an der Riss, it will also celebrate its premiere in Austria in summer 2021 with a new building in Steyr. Other new additions to the BWH Hotel Group Central Europe include six city hotels in Cottbus, Empfingen, Essen, Frankfurt, Wuppertal and Prague, two holiday hotels in Ottobeuren next to the Allgaeu region and in Zell am See in Austria, a design hotel in Einbeck in Germany's Lower Saxony and the group's largest German hotel with 351 rooms in Hanover. Other hotel projects that have already opened or will open this year include city hotels in Anklam, Eningen and Wehingen as well as in Dreieich near Frankfurt and in Kiefersfelden in the Rosenheim district. Furthermore, a new Best Western Plus Hotel is being built as part of the major Quartier Kaiserlei project in Offenbach, which is scheduled to open at the beginning of 2022. And there will be new congress hotel that will open at the end of 2021: the Best Western Congress Hotel Saalfelden in Austria.

Full and soft brands: 18 brands to offer for all needs

The BWH Hotel Group unites the three global brand families Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group. 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. "The

demand for individual solutions for global marketing was already there before the crisis and will continue to grow steadily. With our brand diversity, hotel operators and hotel groups can select the appropriate concept for the respective hotel in order to best meet the demands of the market," explains Andreas Westerburg, Head of Hotel Development BWH Hotel Group Central Europe GmbH.

As a service partner of hotels, the BWH Hotel Group aims to increase the economic success and competitiveness of its partner hotels. In this way, the individual hotels benefit from the 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. "The new hotels that joined us in the first half of the year each show their own individual character and complement the existing brand offerings in our countries very well - so we are now very diversely positioned 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 Westerburg.

Overview: New hotels and projects since the beginning of 2020 in Central Europe

Brand	Hotel	Destination	Country	Rooms
Best Western	Best Western Hotel Frankfurt Airport Dreieich	Dreieich	Germany	92
Best Western	Best Western Hotel Kiefersfelden	Kiefersfelden	Germany	100
Best Western	Best Western Hotel Schlossberg	Wehingen	Germany	50
Best Western Plus	Best Western Plus Parkhotel & Spa	Cottbus	Germany	40
Best Western Plus	Best Western Plus Welcome Hotel Frankfurt	Frankfurt	Germany	173
Best Western Plus	Best Western Plus Hotel Frankfurt/Kaiserlei	Offenbach	Germany	188
Best Western Plus	Best Western Plus Parkhotel Maximilian	Ottobeuren	Germany	111
Sure Hotel Collection	Hotel Empfinger Hof	Empfingen	Germany	40
Sure Hotel Collection	Loftstyle Hotel Eningen	Eningen	Germany	103
Sure Hotel Collection	Hotel Essener Hof	Essen	Germany	114
BW Signature	Hotel Anklamer	Anklam	Germany	75

Collection	Hof			
BW Signature Collection	FREIgeist Hotel Einbeck	Einbeck	Germany	63
BW Signature Collection	Loftstyle Hotel Hannover	Hanover	Germany	351
WorldHotels Collection	Fleming's Express Hotel Wuppertal	Wuppertal	Germany	172
Aiden	Aiden by Best Western @ Biberach	Biberach	Germany	109
Best Western	Best Western Congress Hotel Saalfelden	Saalfelden	Austria	72
BW Signature Collection	ELEMENTS Resort	Zell am See	Austria	54
Aiden	Aiden by Best Western @ Stadtgut Hotel Steyr	Steyr	Austria	90
Best Western Premier	Best Western Premier Hotel Essence	Prague	Czech Republic	53

The following press pictures are available for download:

First Aiden by Best Western in Germany: In the heart of Biberach an der Riss the lifestyle hotel Aiden by Best Western @ Biberach has opened with 109 rooms.

The ELEMENTS Resort in Zell am See, Austria, is a member of the BW Signature Collection by Best Western.

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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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