

Worldwide Hybrid Events and Virtual Meetings: Digital Offers of BWH Hotel Group

This year and due to Corona, the requirements for conferences and events have changed, so meetings will be held digitally more often in the future. The hotels of the BWH Hotel Group Central Europe offer the professional implementation of virtual meetings, hybrid events or live streaming events – worldwide and often in cooperation with experienced technology partners.

Eschborn (Germany), September 8, 2020. Meetings can be held anywhere, they can be virtual or in a hybrid form, actors in the studio can be brought together with participants in front of their home screens from all over the world: After events were massively restricted due to the Corona crisis, requirements have changed and meeting are now increasingly taking place virtually and digitally. Formats such as hybrid events, live streaming events and virtual meetings are in demand because they can be set up quickly, easily and regardless of location for the participants. The hotels of BWH Hotel Group Central Europe offer organizers and companies the professional implementation of virtual and digital meetings through cooperation with experienced technology partners. "The conference hotels as well as hotels with event facilities in our group have again upgraded for today's new digital requirements, and they created flexible meeting possibilities and rooms. Most of them have been working with experienced technology providers for years, are familiar with the specialities of hybrid formats and can provide our customers and companies with expert knowledge. And thus guarantee a smooth, virtual event in a suitable environment and the appropriate technology," says Marina Christensen, Head of Sales at BWH Hotel Group Central Europe. "In a survey of our business and conference customers at the end of May, around two thirds of those surveyed stated that they would like to hold their planned face-to-face events in hybrid or digital format in future. Our hotels now offer the best conditions for this."

Among the conference hotels and hotels with event offerings of the BWH Hotel Group Central Europe, which manages around 300 hotels in ten European countries, are hotels of the brand families Best Western Hotels & Resorts, Sure Hotels and WorldHotels Collection. All hotels offer up-to-date hygiene and safety concepts, which are listed per hotel and location online at www.bestwestern.de.

Pictures are available for download:

Caption: Digital and location-independent events are currently more in focus than ever. The hotels of BWH Hotel Group Central Europe offer the professional implementation of virtual meetings, hybrid events and live streaming events through cooperation with experienced technology partners. In picture: Best Western Hotel Das Donners, Cuxhaven (top left), Best Western Premier Castanea Resort Hotel, Adendorf (top right), Hotel Berlin, Berlin (bottom), all in Germany.

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About BWH Hotel Group :

*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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