

Digital European Sales Platform: First BWH Leisure Expo

The first virtual BWH Leisure Expo took place from 22 to 24 September 2020. Over the course of three days, the BWH Hotel Group Central Europe GmbH offered its affiliated hotel partners sales and exchange opportunities as well as lectures and virtual networking events with B2B customers from the leisure sector on this virtual platform.

Eschborn, September 28, 2020. A virtual cross-border event and a successful sales platform to effectively support sales and marketing opportunities: For three days, both the sales teams and individual hotels of the BWH Hotel Group had the opportunity to virtually network with around 40 companies, customers and partners from the leisure and group segment at the first Europe-wide BWH Leisure Expo and to discuss current topics in the leisure market. In addition to the central sales departments of the BWH Hotel Group Central Europe GmbH, which represents hotels from the DACH region as well as hotels from seven other countries, the BWH Hotel sales teams from Scandinavia, Great Britain, France, Italy, Southeast Europe as well as the Netherlands and Belgium and many individual hotels of Best Western and WorldHotels Collection brands were also in attendance. The comprehensive program included workshops, sales appointments as well as lectures by exciting speakers from the industry. "We are breaking new ground and taking advantage of the fact that we are positioned internationally. Most of the trade fairs and live events cannot take place this year, so the team of BWH Hotel Group Central Europe wanted to use this virtual event to specifically promote the dialog between our hotels and partners again, to trigger new impulses and to create a clear outlook for 2021. And this all over Europe with sales teams of the BWH Hotel Group from eight regions. This is the first time we have been able to realize a real virtual cross-border sales event," explains Serhat Goetz, Director Leisure Sales at BWH Hotel Group Central Europe GmbH, who initiated the BWH Leisure Expo.

Europe-wide virtual sales conference for the leisure market

Among the highlights of the virtual conference were a live event platform where all participants could meet and network online, virtual Face2Face meetings, live presentations and webinars as well as round table discussions on current topics. Many German and European leisure buyers, event customers, but also top-class speakers made the three days an exciting event for hotels and partner companies. On all days there were online lectures and discussion panels of travel experts. Among the industry leaders who gave keynote speeches was Susanne Schick, Vice President of the German Travel Association DRV, Berlin, who gave a presentation entitled "Future of the Travel Industry - Opportunities - Challenges - Perspectives" on the current situation in the market. In addition, Tom Jenkins, CEO ETOA European Tourism Association, London, gave a presentation on "Travel in Europe a View and a Foresight".

"In these times it is important to be creative, to find new communication possibilities and to use our strength as an international group of individual hotels. In direct dialogue between our hotels, sales departments and customers, targeted solutions and offers could be created and the current challenges could be mastered together. In this way, our hotels generated leads and met potential partners, but also learned and exchanged ideas from top experts in the industry in live webinars and round table discussions," says Goetz.

The following press picture is available for download:

Serhat Goetz, Director Leisure Sales at BWH Hotel Group Central Europe GmbH, initiated the

first virtual BWH Leisure Expo.

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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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