



PRESS RELEASE

BWH Hotel Group Central Europe GmbH

Hotel Development With 2,000 Rooms During Covid-19 Period

Although the Corona pandemic has had the entire hotel industry firmly in its grip for more than a year, fortunately 20 new hotels with more than 2,000 rooms in Germany, Austria and Switzerland have already joined the BWH Hotel Group Central Europe since the beginning of the crisis last year.

IHIF, Berlin / Eschborn, Germany, 2021, August 30. BWH Hotel Group Central Europe, which is participating in this year's International Hospitality Investment Forum IHIF 2021 in Berlin from September 1-3 with its brand families Best Western Hotels & Resorts, WorldHotels Collection and Sure Hotels, announces sustained hotel growth during the months of Covid 19. "After more than a year in crisis mode, it is time to draw an interim conclusion: The global hotel industry has had a very tough time and suffered as never before from the pandemic. As deplorable as the overall situation in the hotel industry is due to the pandemic, the difficult time has also shown how strong our group of individual hotels is and how important a joint approach and mutual support are. We are pleased that last year and this year many individual hotels in our region joined our brands to receive professional support and services from a global brand family," says Andreas Westerburg, Head of Development BWH Hotel Group Central Europe GmbH, to which belong around 270 hotels of the brand families Best Western Hotels & Resorts, WorldHotels and Sure Hotels in ten countries.

Growth with Full and Soft Brands in Germany, Austria and Switzerland

Since the start of the pandemic last year a total of 20 new hotels with 2,056 rooms in Germany, Austria and Switzerland have opted to work with BWH Hotel Group Central Europe GmbH. Nearly two-thirds of the new additions since the beginning of 2020, located primarily in Germany, have chosen one of the strong and visible full brands, such as Best Western, Best Western Plus and Best Western Premier. Seven properties started with one of the group's soft



Page 2 of 7 of Press Release: *Hotel Development With 2,000 Rooms During Covid 19 Period*

brands, with BW Signature Collection and Sure Hotel Collection. Eight hotels are new constructions, while the others are existing properties and were extensively renovated and modernized in some cases prior to brand affiliation. While the new lifestyle brand Aiden has already been represented in Germany since the beginning of 2019 in the Swabian town of Biberach, the Aiden brand also celebrated its premiere in Austria in July 2021 with a new property in Steyr. Other new properties in Germany of BWH Hotel Group Central Europe that have opened or will open in 2020 and 2021 are city hotels in Cottbus, Empfingen, Essen, Frankfurt, Wuppertal, Anklam, Eningen, Wehingen, Dreieich near Frankfurt, Kiefersfelden, a design hotel in Einbeck and the group's largest German hotel with 351 rooms in Hanover, as well as a holiday hotel in Ottobeuren at the gateway to the Allgaeu region. In addition, two more hotels in Munich joined BWH in the current year: in summer 2021 the new Sure Hotel by Best Western Munich Central Station joined the brand with 138 rooms and the new Best Western Hotel Arabellapark Munich with 220 rooms opens in September 2021. In 2022, another new Best Western Plus Hotel will also be built in Germany as part of the large-scale Quartier Kaiserlei project in Offenbach.

Austria and Switzerland: BWH Hotel Group with six new hotels

Hotel operators and investors in Austria and Switzerland are opting for a partnership with BWH Hotel Group Central Europe: Since 2020 BWH Hotel Group Central Europe is recording hotel growth in Austria with five new properties and projects in Zell am See, Saalfelden, Steyr, Wals and Graz. Further, in Switzerland the Best Western Hotel Doettingen with 69 rooms in the Swiss canton of Aargau will join Best Western end of 2021. In total BWH Hotel Group look back on a growth of 444 rooms in both Alpine countries.

Full and soft brands: Three brand families with 18 brands under one roof

BWH Hotel Group 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



Page 3 of 7 of Press Release: *Hotel Development With 2,000 Rooms During Covid 19 Period*

in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vīb®, GLö®, 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 Central Europe GmbH based in Eschborn / Germany, supports a total of around 270 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary. "The demand for our several brand solutions for individual hoteliers was already there before the crisis and will continue to grow steadily. With our brand diversity, hotel operators and hotel groups can choose the adequate concept for the respective hotel to best meet the requirements in the market," Westerburg explains.

BWH Hotel Group 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 46 million members.

In the face of the global pandemic, BWH Hotel Group has remained committed to keeping its guests healthy and safe through its comprehensive cleaning program, *We Care Clean*SM. The program's industry-leading cleaning standards address everything from guest room and common area cleanliness, to streamlined processes that minimize contact between guests and associates while maintaining superior customer service.

New Hotels and Projects since 2020 BWH Hotel Group Central Europe

2020

Best Western Hotel Schlossberg Wehingen, Wehingen, Germany
Best Western Plus Parkhotel & Spa Cottbus, Cottbus, Germany
Best Western Hotel Kiefersfelden, Kiefersfelden, Germany
Best Western Plus Parkhotel Maximilian, Ottobeuren, Germany
Hotel Essener Hof (Sure Hotel Collection), Essen, Germany
Best Western Hotel Frankfurt Airport Dreieich, Dreieich, Germany

FREIgeist Hotel Einbeck (BW Signature Collection), Einbeck, Germany
Best Western Plus Welcome Hotel Frankfurt, Frankfurt, Germany
Loftstyle Hotel Hannover (BW Signature Collection), Hanover, Germany
Loftstyle Hotel Eningen (Sure Hotel Collection), Eningen, Germany
Hotel Anklamer Hof (BW Signature Collection), Anklam, Germany
Hotel Empfänger Hof (Sure Hotel Collection), Empfingen, Germany
Elements Resort Zell am See, Zell am See/Kaprun (BW Signature Collection), Austria

2021

Best Western Hotel Walserberg, Wals/Salzburg, Austria (April 2021)
Sure Hotel by Best Western München Hauptbahnhof, Munich, Germany (May 2021)
Aiden by Best Western @ Stadtgut Hotel Steyr, Austria (July 2021)
Best Western Hotel Arabellapark München, Munich, Germany (September 2021)
Best Western Hotel Strasser, Graz, Austria (September 2021)
Best Western Congress Hotel Saalfelden, Austria (October 2021)
Best Western Hotel Döttingen, Doettingen, Switzerland (December 2021)

The following press pictures are available for download:



Germany: Hotel FREIgeist, Einbeck (BW Signature Collection)



Austria: Aiden by Best Western @ Stadgut Hotel Steyr, Steyr (launch of Aiden brand in Austria)



Austria: ELEMENTS Resort, Zell am See/Kaprun (BW Signature Collection)



Germany: Best Western Hotel Arabellapark Muenchen, Munich (to open in September 2021)



Germany: Loftstyle Hotel Hannover, Hanover (BW Signature Collection)



Page 7 of 7 of Press Release: *Hotel Development With 2,000 Rooms During Covid 19 Period*

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About BWH Hotel GroupSM:

BWH Hotel Group is a leading, global hospitality network comprised of three hotel companies, including WorldHotels® Collection, Best Western® Hotels & Resorts and SureStay Hotel Group®. The global network boasts approximately 4,700 hotels in over 100 countries and territories worldwide. With 18 brands across every chain scale segment, from economy to luxury, BWH Hotel Group suits the needs of developers and guests in every market. For more information visit www.bestwestern.com, www.bestwesterndevelopers.com, www.worldhotels.com and www.surestay.com.*

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

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