



PRESS RELEASE

BWH Hotel Group Central Europe

New Best Western Hotel in Austria

The portfolio in Austria continues to grow: In September 2021, BWH Hotel Group Central Europe has launched a new hotel in Graz. The Best Western Hotel Strasser, centrally located at Graz Central Station, complements the group's portfolio, which now includes 20 individual hotels at twelve locations in Austria. Since the beginning of 2020, the BWH Hotel Group has grown by five new hotels and projects in Austria despite the Corona crisis.

Eschborn (Germany)/Graz (Austria), October 5, 2021. The BWH Hotel Group is growing in Austria: Thus, in September 2021, the Best Western Hotel Strasser in Graz was added to the 19 individual hotels and projects at twelve locations to date. Thus, despite the Corona pandemic and times of crisis, the group of individual hotels has already recorded five new hotels and projects in the country since the beginning of 2020 - in Zell am See, Saalfelden, Steyr, Wals and, as mentioned, Graz. There, the former Hotel Strasser and 52-room traditional hotel now benefits from the marketing and sales support of the worldwide BWH Hotel Group, which is represented internationally with around 4,500 hotels and 18 brands. The Best Western Hotel Strasser is operated by the family-run adeolino GmbH based in Innsbruck, which is also responsible for the Best Western Hotel Kiefersfelden in Germany since 2020. The three-star hotel in Graz has been successively renovated and modernized in recent months and years, including, for example, the air conditioning of all rooms, replacement of the heating system, testing of access points for W-Lan and new lighting. As an extension, 25 rooms are to be added and expanded in spring 2022. Reception, lobby, bar and breakfast areas will also receive upgrades as part of the project. The Best Western Hotel Strasser has historical significance: it is the second oldest hotel in Graz and has been known as Hotel Strasser since 1904. Just a few minutes' walk from the main train station and the old town of Graz, the hotel caters primarily to business and individual travelers. In the breakfast restaurant guests are spoiled with regional products, furthermore a terrace and the hotel bar are available. Besides the Best Western Plus Plaza Hotel Graz, the Best Western Hotel Strasser is the second hotel in the city for the BWH



Page 2 of 4 of Press Release: New Best Western Hotel in Austria, Graz

Hotel Group Central Europe. With its brand families Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group, the group is now represented with 20 hotels and around 2,000 rooms at twelve locations in Austria.

Strong Brand in Graz

Best Western Hotels & Resorts is a brand family of the BWH Hotel Group and thus belongs to the worldwide group of individual, independently owned and managed hotels. BWH Hotel Group Central Europe GmbH, based in Eschborn, Germany, currently takes care of around 270 individual hotels with a total of 18 brands in the ten countries of Austria, Germany, Switzerland, Luxembourg, Liechtenstein, Croatia, Slovenia, Slovakia, Hungary and the Czech Republic. Through the brand affiliation, hotels benefit from the global distribution and reservation system as well as comprehensive marketing activities of the international group. In addition, the loyalty program for frequent travelers, Best Western Rewards, with more than 46 million members worldwide, is available. "As a traditional hotel, the new Best Western Hotel Strasser enjoys an excellent reputation and we are very pleased to add our Best Western brand to our portfolio in a central location in Graz and the economically interesting city," said Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH in Eschborn, Germany. "We are grateful for the good and trustful cooperation with adeolino GmbH, which we will continue to expand together in the future. After the Best Western Hotel in Kiefersfelden in Germany, we are pleased to accompany the Dierl family from now on also in Graz, Austria," adds Ivona Meissner, who is responsible for hotel development and hotel support in Austria and the Central Eastern Europe region in the group's Vienna regional office.

Graz - Capital of Styria with Highest Reputation

With a population of around 290,000, Graz is not only the capital of the Styria region, but also the second largest city in Austria. Graz's Old Town and Eggenberg Palace are UNESCO World Heritage Sites, and since 2011 Graz has also been part of the Creative Cities Network as a UNESCO City of Design. As a university city with over 16 faculties, it enjoys a worldwide reputation as a center of research and science, while also representing more than 900 years of vibrant history. Today, Graz stands for enjoyment, culture, design and urban lifestyle and

impresses architecturally with magnificent squares, hidden alleys and romantic courtyards. Furthermore, the city headquarters some important, globally and nationally active entrepreneurs, and it is the most important business location in the region and Southern Austria.

The following press picture is available for download:



Caption: New addition in Graz - since September 2021, the Best Western Hotel Strasser complements the portfolio of BWH Hotel Group Central Europe in Austria.

Download PRESS RELEASES and PRESS IMAGES:
www.bestwestern.de/presse

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 4,500 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*



Page 4 of 4 of Press Release: New Best Western Hotel in Austria, Graz

*and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, Vib®, GLō®, 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 46 million members.*

BWH Hotel GroupSM Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 270 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.*

Further information and press contact:

BWH Hotel Group Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimbäl, Head of Corporate Communications
Tina Weik, Senior Manager Corporate Communications
Frankfurter Strasse 10-14, 65760 Eschborn, Germany
Tel. +49 (61 96) 47 24 -301
E-Mail: presse@bwhhotelgroup.de
Internet: www.bestwestern.de www.bwhhotelgroup.de