



PRESS RELEASE

BWH Hotel Group Central Europe

New Hotel for BW Signature Collection in Frankfurt, Germany

New hotel for BW Signature Collection by Best Western in the European city of Frankfurt am Main: The Monument Hotel joined the soft brand of BWH Hotel Group in Germany. The renovated property will benefit from the group's international sales and marketing power and its renowned Best Western Hotels & Resorts brand family. The hotel in the city centre of Frankfurt provides 50 rooms and an Italian restaurant.

Eschborn/Frankfurt, October 5, 2022. BWH Hotel Group Central Europe announced a new addition in the Main metropolis of Frankfurt, Germany: The Monument Hotel, a core-renovated hotel near the Frankfurt Trade Fair and the city centre has opted for cooperation with the BW Signature Collection, a soft brand and hotel collection for individual hoteliers of the BWH Hotel Group. From now on, the 50-room hotel will benefit from the comprehensive global marketing and sales strength of the international group and its well-known Best Western Hotels & Resorts brand family. At the same time, the hotel will remain independent and will also continue to retain its existing staff. Narayan Adhikari, who has managed the Best Western Hotel Ambassador in Dusseldorf for many years, is responsible for the management of the operator, Bhadrakali GmbH from Frankfurt. General Manager of The Monument Hotel is Nishan Phuyal. In the midst of the European city of Frankfurt, the building impresses with its imposing facade from the "Grunderzeit", the years of rapid industrial expansion in Germany, and is ideally located to the city centre, the trade fair and the main train station. In addition to 50 rooms, guests are also offered a fitness room as well as a breakfast room and the hotel's own Italian restaurant "Monumento". The building of today's The Monument Hotel dates back to the founding period and was destroyed in World War II except for the facade, rebuilt and used for many decades as a department store for work clothes. In 2019, the core renovation and transformation into today's hotel began. Further



Page 2 of 4 of Press Release: New Hotel for BW Signature Collection in Frankfurt, Germany

design adjustments are planned by the end of 2022, as well as additional fittings in the furniture.

Soft Brand for Individual Hotel in Prime Frankfurt Location

"As the operator of the Best Western Hotel Ambassador in Dusseldorf, I already know the BWH Hotel Group Central Europe with its brands as well as the versatile services and services for a long time. Therefore, the decision for the BW Signature Collection as a soft brand for our hotel in Frankfurt was made quickly," says Narayan Adhikari, Operator and General Manager of Bhadrakali GmbH. Nishan Phuyal, General Manager of The Monument Hotel, adds: "The BWH Hotel Group brand collection gives us the best opportunity to benefit from the sales advantages as well as the marketing of the strong, global group - and at the same time to continue to act independently and individually. Because the fact that we appear brand-independent to the outside world strengthens the great individuality and special nature of our private hotel." The headquarters of BWH Hotel Group Central Europe GmbH in Eschborn near Frankfurt are also looking forward to the cooperation: "We are very pleased to welcome The Monument Hotel to our range of individual hotels," says Andreas Westerburg, who is responsible for the group's development in Central Europe. "In this context, our soft brand BW Signature Collection fits very well with this fine city hotel, which we will support with our central services and introduce to an even broader and international target group."

BWH Hotel Group: Hotel Collections for all Categories

The BW Signature Collection of the BWH Hotel Group is a soft brand for independent private hotels with special design. BWH Hotel Group offers a variety of marketing opportunities for independent hotels with so-called soft brands for all categories: In addition to the BW Premier Collection, BW Signature Collection as well as the Sure Hotel Collection, four collections of the WorldHotels Collection are on offer for hoteliers. All Soft Brands are designed for different hotel categories - from three-star standard to luxury category. Private hotels under the umbrella of the hotel collection benefit, among other things, from the marketing, sales and distribution offer, the loyalty programs as well as from the worldwide conditions of all global

partnerships. With 18 different brand concepts worldwide, BWH Hotel Group offers both hotels and operators as well as guests tailor-made hotel offers and great flexibility for the respective marketing concept.

The following press picture is available for download:



Caption: BWH Hotel Group Central Europe announced a new property for its soft brand BW Signature Collection: The Monument Hotel in the Frankfurt metropolis, Germany.

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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 4,500 independent hotels in over 100 countries and



Page 4 of 4 of Press Release: New Hotel for BW Signature Collection in Frankfurt, Germany

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®, Vīb®, 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 48 million members.*

BWH Hotel GroupSM Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 230 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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