

BEST WESTERN CENTRAL EUROPE





Dear Sirs or Mesdames,

we would like to present essential information on Best Western Central Europe, its hotel portfolio and services as well as Best Western International enterprise and our renowned global brand.

Best Western Central Europe as a regional affiliate and service group provides marketing and booking services to hotels in Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia.

Learn more about us: www.bestwestern-ce.com.

We are at your service any time - please feel free to ask for further details.

Best regards,

Your BWCE team

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Best Western - The world's largest hotel chain®

Best Western International - More than 60 years of quality and individuality

Best Western is the world's largest marketing cooperative of private hotels. More than 4,000 member hotels (including over 2,000 in the U.S., in Europe about 1,200) combine the warm hospitality of individual private hotels with international standards of a global hotel chain. Additionally Best Western also is the largest single brand in hotel tourism.

Founded 1946 by American hoteliers as a cooperation for "best quality" hotels, Best Western now stands for a really successful concept: "Always the right hotel at the right place at the best price". Best Western offers city and resort hotels, conference, spa and sports, family, designers and business hotels (3-5-star) at the world's most attractive destinations.

Best Western Central Europe - A leader in Austria, dynamic in Central Europe

As regional part of the world's largest hotel marketing organization Best Western Central Europe provides all services to Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia and is Austria's leading single brand with hotels at attractive destinations perfect for both business and holidays.

Best Western success - Strict quality control and real individuality

Two complementary success criteria make Best Western a powerful brand for private hotels: Each hotelier is a personal host to his guests, creating an unique individual flair for his hotel. At the same time the "Best Western" brand guarantees strictly controlled quality standards on all levels from 3-star premises to *Best Western Premier* hotels.

Best Western Premier® - Best of the best

Every quality concept can be refined even further - that's why Best Western has introduced the premium range of Best Western Hotels: Best Western Premier® Hotels - elegant houses whose uncompromising claim it is to be truly unique and authentic to their guests, to make even more wishes come true and to offer even more comfort and exclusive ambiance. Since 2003 these very exclusive properties are marketed as Best Western Premier® Hotels.

And it is more than a simple name - it is an award hard to be earned as in addition to the already high global Best Western quality standards 27 special criteria regarding service and amenities have to be met.



Best Western - Programs for pleasure

Best Western Rewards - the loyalty program appreciated by over ten million travellers

Its name ("BW Rewards") emphasizes on its many benefits: Bonus points are earned right from the start with just one overnight stay and can be converted into free nights, Travel Card credit, travel insurance and other attractive extras.

:: www.bestwestern-ce.com/rewards

Best Western Travel Card - the world's most flexible travel companion

Cocktail, wellness, room - pay any service without the need for cash

Rechargeable from 25 to 1000 euro, with unlimited validity, as a perfect gift in standard card format or ready for any personal or corporate design.

www.bestwestern-ce.com/travelcard

Best Western - Perfekt partner with strong brand

Global FIT - Fitness for tour operators

A single contract for 4200 Best Western hotel allows each operator to issue his corporate voucher without the need for warranty sales or marketing commitments - the ideal solution for customized customer programs and new destinations. Central clearing and efficient booking via GDS or toll-free via the Best Western reservation centers minimizes administrative effort.

www.bestwesterndirect.com

Best Services

The Best Western services available to group members include extensive quality assurance programs, marketing and sales assistance and empowerment. All this underlines the brand's assets such as quality, coverage, high customer satisfaction and strong brand impact.

memberservice@bestwestern-ce.com

Marketing clusters for:

Business, family & leisure, golf, ski & winter sports, soft sports & fitness, wellness, conference & meetings, gourmet, motorcycle & oldtimer

Best Western - Central Europe Hotel Portfolio

9 countries, 11 languages, 70 hotels, over 4.500 rooms and 100 reasons for booking

70 Hotels | 4.676 Zimmer|Rooms

Austria 28 Hotels | 1266 Zimmer|Rooms

Croatia 2 Hotels | 169 Zimmer|Rooms

Czech Rep. 16 Hotels | 1242 Zimmer|Rooms

Hungary 8 Hotels | 876 Zimmer|Rooms

Macedonia 2 Hotels | 106 Zimmer|Rooms

Montenegro 1 Hotels | 48 Zimmer|Rooms

Serbia 3 Hotels | 304 Zimmer|Rooms

Slovakia 8 Hotels | 292 Zimmer|Rooms

Slovenia 2 Hotels | 228 Zimmer|Rooms

41 Destinations | 4.676 Zimmer|Rooms

Beograd/Belgrad|Belgrade: 2 Hotels | 274 Zimmer|Rooms

Beroun: 1 Hotel | 100 Zimmer|Rooms

Bled: 1 Hotel | 60 Zimmer|Rooms

Bratislava: 3 Hotels | 96 Zimmer|Rooms

Bregenz: 1 Hotel | 44 Zimmer|Rooms

Brünn|Brno: 2 Hotels | 284 Zimmer|Rooms

Budapest: 4 Hotels | 626 Zimmer|Rooms

Cegléd: 1 Hotel | 92 Zimmer|Rooms

Debrecen: 1 Hotel | 67 Zimmer|Rooms

Emmersdorf: 1 Hotel | 34 Zimmer|Rooms

Feldkirch/Rankweil: 1 Hotel | 24 Zimmer|Rooms

Graz: 2 Hotels | 81 Zimmer|Rooms

Humenné: 1 Hotel | 45 Zimmer|Rooms

Igls: 1 Hotel | 18 Zimmer|Rooms

Imst: 1 Hotel | 28 Zimmer|Rooms

Innsbruck: 4 Hotels | 167 Zimmer|Rooms

Kitzbühel|Kitzbuehel: 1 Hotel | 51 Zimmer|Rooms

Košice: 1 Hotel | 31 Zimmer|Rooms

Kufstein: 1 Hotel | 20 Zimmer|Rooms

Lienz: 1 Hotel | 62 Zimmer|Rooms

Lazany pri Prievidzi: 1 Hotel | 20 Zimmer|Rooms

Ljubljana/Laibach: 1 Hotel | 168 Zimmer|Rooms

Lučenec: 1 Hotel | 41 Zimmer|Rooms

Niš: 1 Hotels | 30 Zimmer|Rooms

Pilsen|Plzeň: 2 Hotels | 62 Zimmer|Rooms

Podgorica: 1 Hotel | 48 Zimmer|Rooms

Praha|Prague: 9 Hotels | 682 Zimmer|Rooms

Rijeka: 1 Hotel | 69 Zimmer|Rooms

Salzburg: 3 Hotels | 131 Zimmer|Rooms

Siófok: 1 Hotel | 29 Zimmer|Rooms

Skopje: 2 Hotels | 106 Zimmer|Rooms

Sopron: 1 Hotel | 62 Zimmer|Rooms

St. Anton am Arlberg: 1 Hotel | 60 Zimmer|Rooms

Stockerau: 1 Hotel | 39 Zimmer|Rooms

Tatranská Lomnica: 1 Hotel | 15 Zimmer|Rooms

Uherské Hradiště: 1 Hotel | 54 Zimmer|Rooms

Ústí nad Labem: 1 Hotel | 60 Zimmer|Rooms

Wels: 1 Hotel | 92 Zimmer|Rooms

Wien|Vienna: 8 Hotels | 415 Zimmer|Rooms

Zagreb: 1 Hotel | 100 Zimmer|Rooms

Žilina: 1 Hotel | 70 Zimmer|Rooms

Best Western Hotels in Austria

BW Premier Hotel Weisses Kreuz **** (Bregenz, Austria)

BW Landhotel Wachau **** (Emmersdorf, Austria)

BW Hotel Drei Raben *** (Graz, Austria)

BW Hotel Pfeifer Kirchenwirt **** (Graz, Austria)

BW Hotel Römerhof **** (Igls, Austria)

BW Hotel Stern **** (Imst, Austria)

BW Hotel Goldener Adler **** (Innsbruck, Austria)

BW Hotel Leipziger Hof **** (Innsbruck, Austria)

BW Hotel Mondschein **** (Innsbruck, Austria)

BW Hotel Neue Post **** (Innsbruck, Austria)

BW Premier Kaiserhof Kitzbühel **** (Kitzbuehel, Austria)

BW Hotel Alpenrose **** (Kufstein, Austria)

BW Hotel Sonne **** (Lienz, Austria)

BW Hotel Hoher Freschen **** (Rankweil, Austria)

BW Hotel Elefant **** (Salzburg, Austria)

BW Hotel Imlauer **** (Salzburg, Austria)

BW Hotel StieglBräu **** (Salzburg, Austria)

BW Hotel Alte Post **** (St. Anton/Arlberg, Austria)

BW Hotel Drei Königshof **** (Stockerau, Austria)

BW Hotel Pension Arenberg **** (Vienna, Austria)

BW Hotel Beethoven **** (Vienna, Austria)

BW Hotel Das Tigra **** (Vienna, Austria)

BW Hotel Harmonie **** (Vienna, Austria)

BW Hotel Kagran (Vienna, Austria)

BW Premier Kaiserhof Wien **** (Vienna, Austria)



BEST WESTERN CENTRAL EUROPE

BW Hotel Reither **** (Vienna, Austria)
BW Premier Hotel Römischer Kaiser **** (Vienna, Austria)
BW Hotel Ploberger **** (Wels, Austria)

Best Western Hotels in Croatia

BW Hotel Jadran **** (Rijeka, Croatia)
BW Premier Hotel Astoria **** (Zagreb, Croatia)

Best Western Hotels in Czech Republic

BW Hotel Trend *** (, Czech Rep.)
BW Hotel Grand **** (Beroun, Czech Rep.)
BW Hotel A-Austerlitz *** (Brno, Czech Rep.)
BW Premier Hotel International **** (Brno, Czech Rep.)
BW Hotel Panorama **** (Plzeň, Czech Rep.)
BW Hotel Bílá Labuť **** (Prague, Czech Rep.)
BW Hotel Kampa **** (Prague, Czech Rep.)
BW Premier Hotel Kinsky Garden **** (Prague, Czech R.)
BW Premier Hotel Majestic Plaza **** (Prague, Czech R.)
BW Hotel Meteor Plaza **** (Prague, Czech Rep.)
BW City Hotel Moráň **** (Prague, Czech Rep.)
BW Hotel Páv *** (Prague, Czech Rep.)
BW Premier Hotel Royal Palace ***** (Prague, Czech R.)
BW Hotel Selský Dvůr **** (Prague, Czech Rep.)
BW Hotel Grand *** (Uherské Hradiště, Czech Rep.)
BW Hotel Vladimír **** (Ústí nad Labem, Czech Rep.)

Best Western Hotels in Hungary

BW Hotel Art *** (Budapest, Hungary)
BW Hotel Hungaria **** (Budapest, Hungary)
BW Hotel Orion *** (Budapest, Hungary)
BW Premier Hotel Parlament **** (Budapest, Hungary)
BW Hotel Aquarell **** (Cegléd, Hungary)
BW Hotel Kálvin *** (Debrecen, Hungary)
BW Janus Atrium Boutique Hotel & SPA **** (Siófok, Hu.)
BW Pannonia M. Hotel **** (Sopron, Hungary)

Best Western Hotels in Macedonia

BW Hotel Bellevue **** (Skopje, Macedonia)
BW Hotel Turist **** (Skopje, Macedonia)

Best Western Hotels in Montenegro

BW Premier Hotel Montenegro **** (Podgorica, Monten.)

Best Western Hotels in Serbia

BW Hotel M **** (Belgrade, Serbia)
BW Hotel Šumadija **** (Belgrade, Serbia)
BW Hotel My Place **** (Niš, Serbia)

Best Western Hotels in Slovakia

BW Hotel Antares **** (Bratislava, Slovakia)
BW Hotel West **** (Bratislava, Slovakia)
BW Hotel Karpatia *** (Humenné, Slovakia)
BW TeleDom Hotel & Conf. Center *** (Košice, Slovakia)
BW Hotel Belassi (Lazany pri Prievidzi, Slovakia)
BW Hotel Reduta *** (Lučenec, Slovakia)
BW Hotel Tulipán **** (Tatranská Lomnica, Slovakia)
BW Palace Hotel Polom **** (Žilina, Slovakia)

Best Western Hotels in Slovenia

BW Premier Hotel Lovec **** (Bled, Slovenia)
BW Premier Hotel Slon **** (Ljubljana, Slovenia)

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