



BEST WESTERN CENTRAL EUROPE



Dear Mesdames or Sirs,

we would like to provide 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

For further details please contact

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Best Western - The world's largest hotel chain®

Best Western International - 65 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 in over 90 countries.

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 hotels in 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 - Always the right Hotel for everyone

All "BEST WESTERN®" hotels offer a welcoming and comfortable stay and a superior level of customer care at a promise of exceptional value for money, "BEST WESTERN PLUS®" hotels provide a plus in comfort with many extras you would expect only in premium class hotels and "BEST WESTERN PREMIER®" hotels additionally spoil with outstanding Art de Vivre experience, true local flavour and culture within an exquisite design rich ambience.

BEST WESTERN PLUS® - With Even More Comfort And Premium Extras

These hotels offer heartfelt hospitality like all Best Western hotels around the world do - plus distinguishing service standards focused on a luxurious level and all individuality our discerning guests can wish for.

With many amenities usually reserved for premium brands - at truly favourable conditions making travelling a delight and with even more advantages for all appreciating Best Western quality and valuable diversity.

From a choice of welcome treats at the hotel's reception (welcome music or some little culinary specialties or decorative flowers) to extra comfort in your room's bathroom and more.... Every hotel is free to show you the PLUS in your Best Western life in an outstanding way as truly individual as the hotel itself. So let us surprise you!

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 ambience. 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 Your Pleasure

Best Western Rewards® - the loyalty program appreciated by almost 13 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 - Perfect Partner With Strong Brand

Global FIT® - Market 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.

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