Overview: BWH Hotels Central Europe

---

1. Strong brand. Entrepreneurially independent.

BWH Hotels Central Europe GmbH, based in Eschborn, manages around 220 hotels in ten countries: Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, Czechia, and Hungary. It is part of the international hotel group BWH Hotels, which has over 4,700 hotels in more than 100 countries worldwide.

What makes it special is that each hotel remains independently owned and operated, yet benefits from access to global sales, marketing, and technology solutions.

2. Brand diversity for all segments

From mid-range to luxury, from lifestyle to long-stay: BWH Hotels encompasses well-known hotel brands such as

- Best Western, Best Western Plus, Best Western Premier
- BW Collections (Sure, Signature, Premier)
- WorldHotels (Luxury, Elite, Distinctive, Crafted Collection)
- Sure Hotel (Classic, Studio)
- Vīb, Aiden (Lifestyle- & Boutique-Marken)
- @Home by Best Western, Executive Residency (serviced apartments & long-stay)

All brands are offered as full brands (with clearly defined standards and brand usage) or soft brands (collection, brand identity of the hotel remains unchanged).

3. Entrepreneurial participation & right to have a say

The hotels have a say:

- All hotels have a vote in strategic decisions
- Participation in partner meetings, international committees, and representation of interests through advisory boards
- No profit motive: contributions are used exclusively for services for the hotels
- BWH Hotels Central Europe is a market-oriented non-profit organization owned by the affiliated hoteliers

4. More than just a brand – the service package

- Central services in the areas of marketing, sales, revenue, distribution, and technology
- Worldwide bookability via CRS, GDS, OTAs, and e-commerce
- Own customer loyalty program
- Best Western Rewards with over 61 million members
- Training academy and e-learning
- Marketing, PR, social media
- Savings through professional purchasing company progros
- Quality assurance

Consulting and knowledge transfer in various areas

Brief summary

BWH Hotels Central Europe is not a classic franchise model, but rather a market-oriented hotel organization that focuses on co-determination, individual brand diversity, and a strong service network. Together with progros, allinvos, and unitels under the umbrella of DEHAG Hospitality Group AG, it offers solutions for nearly all operational and strategic hotel areas.

DEHAG Hospitality Group AG

BWH Hotels Central Europe is part of DEHAG Hospitality Group AG, which brings together a unique network of services for the hotel industry under one roof:

progros – Purchasing & Process Optimization

- Over 760 hotels in the purchasing pool
- Access to exclusive framework agreements and special conditions
- Web: Tools for online ordering, invoice management, and procure-to-pay process
- Project management for new buildings and renovations
- Purchasing advice and price analyses

allinvos – Digital invoice and accounts payable management

- Fully automated invoice capture (all formats)
- Digital workflow: review, approval, archiving Interfaces to all common
- accounting systems
- Multi-client capable & usable throughout Europe

unitels consulting – Financial and operational consulting for hotels

- Operational analyses, potential assessment, budgeting
- Accounting services & preparation of annual financial statements
- Operational & commercial hotel management

📞 Press contact or interview requests?

BWH Hotels Central Europe GmbH
Germany | Croatia | Liechtenstein | Luxembourg | Austria | Slovakia | Slovenia | Switzerland | Czechia | Hungary

Frankfurter Straße 10-14, 65760 Eschborn, Germany
Tel. +49 (61 96) 47 24 -301 |
E-Mail: presse@bwhhotels.de |Web: www.bwhhotels.de / www.bestwestern.de/presse