

Best Western Group Travel Catalog 2018

The 2018 Best Western Group Travel Planner with an all new layout is hot off the presses: Group travel organizers will find offers from over 160 Best Western hotels in six European countries in the roughly 150-page catalog. Whether clients need a pre-arranged trip or fully customized, themed travel: The 2018 Group Travel Planner offers an overview of custom-tailored solutions, with uniform group conditions for bus tour operators.

Eschborn, July 4th 2017. The world's largest hotel chain presents the 2018 Best Western Group Travel Planner. Over 160 individual hotels in six European countries (Germany, Luxembourg, Austria, Switzerland, the Czech Republic, and Hungary) presented their services on roughly 150 pages in this catalog for bus tour operators. The catalog lists more than 230 arranged trips from a total of eight themed areas, such as "City & Culture" or "Culinary." It also includes specialized holiday arrangements for events like Christmas, New Year's, or Easter. Special pages on round trip tours, cycling tours, sports tours, and trips to tourist favorite UNESCO World Heritage sites round out the selection. The catalog's layout has been intentionally updated with a new, modern look. "Since the brand changed its logos last year, and since Best Western is continuously investing in renovations, this fresh young look is now reflected in our group planner as well," Stephan Kloss, Director of Group Tourist Travel and Sports at Best Western Hotels Central Europe explains. Each participating Best Western hotel now presents its services on half a page, giving them a larger and more extensive presence than ever before. "We want to reawaken peoples' desire to travel: With three photos of each destination, the customer gets an even better idea of the facilities and ambiance offered at each hotel," Kloss adds. "The text descriptions of the hotels and available programming are more extensive than before, making them more informative and useful for planning." In addition, there is a direct reference to the local, diverse arrangements in each location on every hotel page. These were designed in collaboration with hotel directors and employees who have roots in the region. The group travel offers in the catalog are available as ready-made packages, but can also be adapted and varied based on operators' individual needs. Further planning services are offered by central Best Western Group Services in Eschborn: Here, each travel organizer is advised by a personal contact, who designs custom-tailored suggestions, assembles multi-city tours, and creates framework programs for them free of charge within 24 hours. Uniform Best Western group conditions are another benefit for bus tourism operators.

Limitless variety: Themed travels and arrangements

Bus tour operators can select from over 230 arrangements and offers from a wide variety of themes specially tailored to their needs – from urban city trips in major cities to culinary delights, spa and wellness treatments, or relaxation amidst greenery. The theme "Cities and culture" offers great destinations and programming in over 50 participating hotels: Guests can follow in the footsteps of movie stars in Goerlitz, Germany, also known as "Goerliwood" for its popularity as a filming location. Travelers can enjoy the cultural center of Graz by taking a tour through the city center and taking advantage of a two-day ticket valid for all the local museums. The "Culinary" theme continues with some real delicacies. Whether it's enjoying wines and vineyards in the quaint Taubertal near Bad Mergentheim, an alpine ski hut in Breitenau on the German lake Titisee, or an evening of music and entertainment on Usedom and a nice chat – 25 Best Western hotels offer great programs for this theme. Arrangements under the heading "Parks & Gardens" offer visits to castles or parks, while groups and travelers looking for well-being, relaxation, and prevention can find what they need under "Cures & Wellness." The new group catalog provides tips for tour organizers and great nearby hotel recommendations on arrangements and themed tours with one page each devoted to the categories of "Culinary," "Cities & Culture," "Cures & Wellness," and "Parks & Gardens." Special "Seasonal trips" and offers for "Advent, Christmas, and

New Year's" and "Easter & Holidays" are integrated into the new Group Travel Catalog. There is a collection of a total of over 100 trip packages under these topics. To meet the demand for sophisticated travel in the group tour segment, the 2018 Best Western Group Planner once again lists "Exclusive Travel" with a top-class program. All exclusive trips offer convenient check-in on the bus, with a champagne reception in the hotel and luggage service at check-in and check-out.

Round-trip tours, cycling tours, sports tours

Proven classic options for group tours are also included in the new 2018 Best Western Group Planner. For example, guests can get to know UNESCO World Heritage Sites in Germany, Luxembourg, Switzerland, Austria, and the Czech Republic on round-trip tours, or take a journey on a holiday route, staying at nearby Best Western hotels along the way. If guests book three Best Western hotels during a round-trip tour, they will receive a loyalty bonus of ten percent discount on the valid season price. The same discount applies to cycling tours. These lead guests to participating Best Western hotels in Germany and Switzerland which have locking bike rooms, equipment for drying out clothing, and repair sets. In addition, Best Western brings together professional sports, casual sports, and recreation: The "Sports travel" section presents selected Best Western hotels and locations for team trips. This allows bus tour operators to appeal to clubs in their own regions, then work with Best Western Group service to find the right lodgings and training options.

Accessible travel is in demand

This year, Best Western is adding a two-page spread on the theme "Vacation without borders" to the new group catalog offers: Three select Best Western hotels will be presented as examples of the diverse portfolio of hotels recommended for group travel with seniors or people with disabilities. Best Western Hotels Central Europe has also created a new, separate brochure "Accessible travel" (available in German) which presents more than 40 suitable hotels on over 30 pages.

[The following press picture is available for download:](#)

Caption: Group travel organizers will find offers from over 160 Best Western hotels in six European countries in the roughly 150-page catalog.

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,200 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, EXECUTIVE RESIDENCY®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. Around 30 million travelers are members of the brand's award-winning loyalty program Best Western

Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

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