

Best Western at EXPO REAL 2018 in Munich

Best Western Hotels Central Europe is represented with its services for hotel operators, project developers and investors at this year's Expo Real 2018, the largest trade fair for real estate and investment in Europe. From 8 to 10 October, the development team of the hotel group presents new hotel projects and new brand offers on the exhibition grounds in Munich.

Eschborn/Munich, October 8th, 2018. At this year's Expo Real in Munich, Europe's largest trade fair for commercial real estate and investment, Best Western Hotels Central Europe is represented at the *World of Hospitality* stand. From 8 to 10 October Best Western presents its wide range of services and new hotel projects to interested hotel operators, project developers and investors at the exhibition grounds Munich in Hall A2 at Stand 240. Best Western Hotels Central Europe GmbH currently is in charge of more than 230 hotels in the ten European countries Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary. All hotels of Best Western Hotels & Resorts are independently owned and operated.

The brand family of Best Western Hotels & Resorts includes both full brands and soft brands for all categories. "This brand diversity offers hotel operators, developers and investors the opportunity to select the right concept for their own product and thus meet the requirements of their own market. At the same time, the wide-ranging portfolio makes it easier for travelers to choose the right hotel", says Alexander Teichert, Director of Hotel Development at Best Western.

For hotel operators in Europe, the full brands Best Western, Best Western Plus, Best Western Premier, the lifestyle brand Vib and Sure Hotel by Best Western are currently available. In addition to these full brands, Best Western Hotels & Resorts also offers soft brand solutions for brand-independent hotels in all categories that only want to use the sales and marketing solutions without full branding: Sure Hotel Collection, the BW Signature Collection and BW Premier Collection. In North America and Asia, Best Western Hotels & Resorts also offers the full brands Executive Residency by Best Western, GL and the recently launched boutique hotel brands Sadie Hotel and Aiden Hotel. Thus Best Western Hotels & Resorts offers hotel developers and operators with a total of 13 brands worldwide, ten of them in Europe, customized products and options that meet the requirements of their own markets, allow more flexibility and offer guests more variety in their hotel choices. "In all our markets we see high potential to grow with all our brand offers. Considering the increasing market concentration, it is important to provide individual hotel operators with professional instruments and offer services in order to compete successfully in the future. We observe that hotels, which do not belong to international brands, will have big challenges due to rapid digitalization, permanently increasing distribution costs and a sharper competition for guests and employees", explains Teichert.

Soft Brands: Full Service Package without Branding

Best Western identified great opportunities especially in the growth of their three soft brands. Since 2018 Best Western Hotels & Resorts provides soft brand solutions for brand-independent hotels in all categories. Besides the BW Premier Collection, which was launched in 2017, BW Signature Collection for upper-midscale hotels and Sure Hotel Collection for midscale hotels have been added to the soft brand portfolio at the beginning of the year. The three soft brands are designed for different hotel categories and are based on the respective standards of the full brands Best Western, Best Western Plus and Best Western Premier. Following the

successful introduction of the exclusive BW Premier Collection last year – the first three hotels in the region Central Europe have joined in Vienna, Ramsau near Berchtesgaden and in Boeblingen near Stuttgart, two Swiss hotels, in Horw near Lucerne and in Zermatt, joined the BW Signature Collection this year. The soft brands are particularly attractive for new, individual hotel projects that would like to be positioned without extensive branding and want to access the full service package of the worldwide brand network as well as for hotels that are already established on the market with their own brand. The hotels are not operated under the brand name Best Western Hotel, but can be booked via all Best Western booking channels, such as the Best Western websites, the worldwide call centres as well as GDS and other booking channels. In addition, soft brand hotels benefit from the worldwide contracts and of all global partnerships – like OTAs and other distribution partners, and worldwide travel agency. Furthermore, all hotels are part of the worldwide loyalty program Best Western Rewards with 37 million users and loyalty partners such as Lufthansa Miles and More and Payback.

Best Western Hotels Central Europe GmbH will be present at the Expo Real in Hall A2 at Stand 240 from 8 to 10 October. Please find more information online: hotelentwicklung@bestwestern.de and www.bestwesterndevelopment.de

The following press pictures are available for download:

The range of brands and soft brands has been expanded by Best Western Hotels & Resorts to meet the demands of the market and to offer hotel operators, developers and investors an individually tailored marketing concept.

BW Signature Collection in Switzerland: "Gasthaus zur Waldegg" in Horw close to Lucerne is the first hotel of the new soft brand by Best Western Hotels & Resorts.

Download PRESS RELEASES and PRESS IMAGES:

www.bestwestern.de/presse

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western offers 13 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÅ«b®, GL , Executive Residency by Best Western®, Sadie HotelSM, Sadie HotelSM, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as Sure Hotel® by Best Western, Sure Hotel Plus® Hotel by Best Western and Sure Hotel Collection® by Best Western. All hotels of Best Western Hotels & Resorts are independently owned and operated. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities.

Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and at the same time retain their individual style and their entrepreneurial independence.

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. More than 37 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

For further information please contact:

Best Western Hotels Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Mail: anke.cimal@bestwestern.de

Websites: www.bestwestern.de, www.bestwestern.de/presse