

Best Western Conference Planner 2019 with New MICE Offers

The Best Western Conference Planner 2019 has been published: The catalog for seminars, meetings, conferences and events presents on more than 200 pages the manifold MICE offers of about 100 Best Western Hotels from Germany, Switzerland and Slovenia. This year for the first time, the conference planner will be bilingual and will provide some new information for event organisers.

Eschborn (Germany), November 12th, 2018. Newly published under the title "Conference Planner 2019": The new catalog for seminars, meetings, conferences and events of the hotel group Best Western presents on more than 200 pages the offers of about 100 conference hotels from Germany, Switzerland and Slovenia. For the first time, the Conference Planner presents all contents in two languages, so that important information on the MICE offers, the hotels and the conference service is displayed in German and English. The Conference Planner 2019 bundles all details around the MICE (Meetings, Incentives, Conventions, Events) offers of the conference hotels as well as the services of the Best Western conference service. The catalog includes conference hotels in large areas such as Berlin and Munich as well as locations in the countryside with sports and wellness facilities for all types of events, from small board meetings to seminars and major events such as conferences and congresses. In total, the hotel group offers conference capacities of around 1,000 rooms for participants ranging from ten to over 1,000 people. "The new Conference Planner 2019 shows the diverse conference possibilities and provides an overview of the conference capacities, supporting programs and possibilities of our hotels," explains Marina Christensen, Head of Sales Best Western Hotels Central Europe GmbH. "Our biggest goal: conference guests should feel at home with us and their event should be successful. Event organisers know how important reliable hotel partners are. With our tested quality standards, we guarantee the security that a conference customer expects," says Christensen.

Conference Planner 2019 also digital

The conference planner is available online as a digital e-paper and as a PDF document for download at www.bestwestern.de/katalog (Website in German). The printed catalog can be ordered free of charge using the order form. Catalog orders and inquiries to conferences via E-Mail: tagung@bestwestern.de, telephone: +49 6196 4724-280, fax: +49 6196 4724-299. Further information online under www.bestwestern.de/tagung (in German).

The following press picture is available for download:

All information on more than 200 pages: The Best Western Conference Planner 2019 has been published and presents the MICE offers of about 100 Best Western Hotels in Germany, Switzerland and Slovenia.

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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®, VÄ«b®, GL , Executive Residency by Best Western®, Sadie HotelSM, Aiden 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® 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

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