

Sure Hotel Collection by Best Western is growing

Sure Hotel Collection by Best Western, a new hotel collection from Best Western Hotels & Resorts, is growing further: After the Soft Brand was introduced end of last year, the fourth hotel of the new Sure Hotel Collection by Best Western in Germany, the Altstadt hotel Arte in Fulda, is now joining the collection.

Eschborn, January 28th, 2019. Increasing demand for the new Soft Brand Sure Hotel Collection by Best Western: The Altstadt hotel Arte in Fulda is the fourth hotel in Germany to join the new hotel collection introduced by Best Western Hotels & Resorts last year. The first three hotels of the new soft brand in Germany were the Amedia Plaza Schwerin, the Plaza Hotel Blankenburg Ditzingen and the Amedia Hotel Weiden. All hotels of the new soft brand receive the full service package of the worldwide brand network and benefit from sales and marketing services of the global hotel group. "Considering the increasing consolidation and growing competition within the hotel industry, it is particularly important to offer hotel operators and hotel groups with very individual properties solutions and concepts for worldwide marketing. This way, the hotels can remain independent from a brand and at the same time benefit from the powerful sales and distribution support of a global hotel brand," says Andreas Westerburg, Head of Hotel Development Best Western Hotels Central Europe GmbH. The Altstadt hotel Arte offers guests 62 rooms in five categories. In the hotel's own restaurant "Hohmanns Brauhaus" on two floors can experience the flair of a brewery, including the brewing kettles and home-brewed beer. With a total of 13 conference rooms, the hotel is set up for events with up to 100 people.

New Soft Brands for all Hotel Categories

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, V&A, GL, Executive Residency by Best Western, Sadie Hotel, Aiden Hotel, Sure Hotel by Best Western and Sure Hotel Plus by Best Western. In addition, Best Western Hotels & Resorts presents three soft brands as marketing offerings for hotels that are managed without Best Western branding and at the same time benefit from the hotel group's worldwide service offerings for hotels: BW Premier Collection, BW Signature Collection and the Sure Hotel Collection. 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. "All hotels of Best Western Hotels & Resorts are independently owned and operated. Our wide range of brands offers hotel operators, developers and investors the opportunity to choose the perfect concept for their own hotel," explains Andreas Westerburg.

Following the successful launch of the exclusive BW Premier Collection at the end of 2017 in the Best Western Hotels Central Europe region with three hotels in Vienna, Ramsau near Berchtesgaden and Motorworld Stuttgart in Boeblingen, the two Soft Brands BW Signature Collection for upper mid-scale hotels and the Sure Hotel Collection for three- and four-star hotels have also been available to hotel operators since 2018. All soft brand hotels of Best Western Hotels & Resorts receive the full service package of the worldwide brand network: 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 centers 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.

The following press picture is available for download:

The AltstadtHotel Arte in Fulda is the fourth hotel in Germany of the new Sure Hotel Collection, which Best Western Hotels & Resorts launched at the end of 2018.

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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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