

Global Growth and Development: More than 600 Hotels

Best Western Hotels & Resorts continues to expand its global hotel portfolio: More than 600 hotel projects are currently under development on all continents around the globe.

IHIF Berlin, March 5th 2019. Best Western Hotels & Resorts has global expansion plans: 610 hotel projects are currently in the group's international pipeline. More than 52 percent will be new constructions. In North America, Best Western Hotels & Resorts has planned 364 hotels with 33,100 rooms (as of year-end 2018), more than half of them for the Best Western and Best Western Plus brands. Outside North America, a further 246 international hotel locations with more than 25,000 rooms are being implemented. In Europe, there will be around 150 new hotels. Today, Best Western offers full brands as well as soft brands all around the globe. This brand diversity offers hotel operators, developers and investors the opportunity to select the right concept for their own product. At the same time, the diversified portfolio makes it easier for travelers to choose the right hotel.

The current developments of Best Western Hotels & Resorts include worldwide:

- 364 hotel projects in North America
- 146 hotel projects in Europe
- 59 hotel projects in Asia
- 16 hotel projects in South America
- 14 hotel projects in Africa
- 5 hotel projects in the Middle East
- 3 hotel projects in Australia and Oceania

The majority of global hotel projects, around 63 percent, are planned for the Best Western, Best Western Plus and Best Western Premier brands. The Soft Brands BW Premier Collection, BW Signature Collection are expected to account for more than six percent of the projects worldwide, and more than nine percent in countries outside North America. The brands of Sure Hotels - Sure Hotel, Sure Hotel Plus and Sure Hotel Collection - which are called SureStay Hotels outside Europe, continue to grow strongly and are planned for more than 15 percent of global hotel projects. 41 projects are planned for the Executive Residency by Best Western, accounting for a worldwide share of 6.7 percent. A further 5.4 percent of the lifestyle concept GL and 2.8 percent for VÄ«b are also being implemented. With 0.5 and 0.3 percent, the new Sadie and Aiden brands also have a share in the worldwide expansion of Best Western Hotels & Resorts.

Wide Brand Portfolio for Independent Hotels

Today a total of 16 individual brands are presented under the umbrella of Best Western Hotels & Resorts: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL, SadieSM, AidenSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises. Best Western Hotels & Resorts now offers more than 4,500 hotels with more than 300,000 rooms in nearly 100 countries.

The following press picture is available for download:

Best Western Hotels & Resorts plans global growth: 610 hotel projects are currently in the group's international development pipeline. Picture: The future Best Western Premier Sapphire Ha Long, Ha Long City/Vietnam.

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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 over 4,500 hotels in nearly 100 countries and territories worldwide. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , AidenSM, SadieSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises**. 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. All Best Western, WorldHotels and SureStay branded hotels 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

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

***All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe all hotels of SureStay are branded as Sure Hotels.*

For further information please contact:

Best Western Hotels Central Europe GmbH

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

Anke Cimbal, Head of Corporate Communications
Frankfurter Strasse 10-14, 65760 Eschborn, Germany
Tel: +49 (0) 6196 - 47 24 301, Fax: -129
Mail: anke.cimbal@bestwestern.de
Websites www.bestwestern.de, www.bestwestern.de/presse