

03/06/2019

Best Western Presents New Booth at ITB 2019 in Berlin

New look for new brands: Best Western Hotels & Resorts presents itself at this year's ITB in Berlin with a completely new booth.

ITB Berlin, March 6th 2019. "Welcome to Today's Best Western": With this motto Best Western Hotels & Resorts will be presenting a completely new exhibition stand at this year's ITB, the world's largest tourism trade fair in Berlin from 6 to 10 March 2019. With a wide brand portfolio for all categories worldwide, including Full Brands and Soft Brands, the group of independent hotels now presents itself in an even fresher and more urban look. The exhibition stand offers a mix of industrial style and homely-stylish elements, it is open, young and inviting. In addition to various seating options, there is again an exclusive conversation area on the second level. "With the design of our new exhibition booth we illustrate the transformation of best Western and development of our brand world", says Marcus Smola, CEO Best Western Hotels Central Europe. "Best Western has developed immensely over the past years and has completely reinvented itself in many ways. After a worldwide brand relaunch, which was completed in 2018, the introduction of new brand offerings and the recent acquisition of the independent brand WorldHotels, our portfolio now has grown up to 16 brands worldwide. These include both the classic full brands, whose hotels carry their brand openly on the house, and since last year also our soft brands. These are available to independent hoteliers who do not want a fully visible brand branding, but would still like to benefit from marketing and sales power of a global hotel group."

Today, Best Western offers 16 hotel brands, full brands as well as soft 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, Vib, GLo, Aiden, Sadie, BW Premier Collection and BW Signature Collection. Completing its portfolio, Best Western offers as well the brands Sure Hotel, Sure Hotel Plus and Sure Hotel Collection, which are branded outside Europe as SureStay, SureStay Plus and SureStay Collection franchises. Through recent acquisition of WorldHotels in February 2019 with nearly 300 hotels and resorts, Best Western now also offers WorldHotels Luxury, WorldHotels Elite and WorldHotels Distinctive brands. "This brand diversity offers hotel operators, developers and investors the opportunity to choose the right concept for their own product. At the same time, the broad portfolio makes it easier for travelers to choose the right hotel," Smola adds. With the acquisition of the brand Worldhotels in February 2019 Best Western Hotels & Resorts expanding its own portfolio to include attractive hotels in the upper market and luxury segment and now offers more than 4,500 hotels with more than 300,000 rooms in nearly 100 countries.

ITB visitors will find the new Best Western Hotels & Resorts booth from 6 to 10 March 2019 in Hall 9, Booth 309.

The following press picture is available for download:

New and fresh: Best Western Hotels & Resorts presents itself at the ITB Berlin 2019 with a wide brand portfolio and a completely newly designed booth.

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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®, V&A®, 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:

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