

Emotional Brands: New Image Film for Best Western

Home feeling, extra services or exclusive lifestyle: Best Western Hotels Central Europe presents with its new image film the three brands Best Western, Best Western Plus and Best Western Premier in their own and emotional way. The film will be marketed within the next few weeks via Best Western's own channels, social media and partner campaigns.

Eschborn, March 11, 2019. Best Western Hotels Central Europe starts March with a new image film, which was awarded the "Golden City Gate" as one of the best tourist multimedia projects during this year's ITB in Berlin. In the three-and-a-half-minute video, the hotel group presents three brands from its portfolio in a new and emotional way. Divisible into three sequences, the clip portrays the Best Western, Best Western Plus and Best Western Premier brands one after the other. "In our new corporate video we show and tell stories in many emotional images. The individual experiences or wishes of the guests point to our strong character hotels of the various brands - and that in a particularly fresh, lively and new way in line with our current brand image," says Carmen Duecker, Managing Director of Best Western Hotels Central Europe GmbH in Eschborn. The new film will be promoted in Best Western's own channels such as the website and Youtube as well as in social networks and via partners. The short movie was shot over a period of almost four weeks in a total of eight hotels of the group in Germany and Switzerland. In addition to the professional actors, the new Best Western image film also features employees of Best Western Hotels.

Brands create emotions

The new Best Western image film, which works without language and can therefore be used in different countries, presents the three brands Best Western, Best Western Plus and Best Western Premier individually with a selected world of images and emotions. In the clip, the **Best Western** brand stands for the feeling of being at home while travelling: The business traveller feels welcome in a familiar way in a Best Western hotel - just like home. He appears for breakfast in comfortable house slippers and his favorite pyjamas - just like it would happen at home. These and other scenes are deliberately exaggerated, as of course they do not exist in the hotel - but the feeling of being at home is clearly conveyed. The motto "Service at its best" applies to the **Best Western Plus** brand: The Plus in the brand name symbolizes more service and comfort while travelling, which always positively exceeds the expectations of a hotel guest. One scene in the hotel pool shows that Best Western Plus is more than expected: The service staff hand the cocktail directly from the water to the relaxed, splashing guest. In the film, the boundaries between the wishes and reality of the guest become blurred in a surprising and emotional way. The brand **Best Western Premier** is called "Welcome to the Premier Life": It is about luxurious travel and enjoyment with all senses - represented by the journey on the red carpet and many extraordinary services that make the guest happy and always treat him exclusively. The service employee throws himself onto the green on the golf course directly in front of the player to determine the optimum height of the lawn with nail scissors - and the guest successfully punches in.

All video scenes are exaggerated and always presented with a wink of the eye - this makes the brands appear emotional and likeable in the new Best Western image film with all their standards, advantages and surprising services. Both actors and Best Western employees from all hotel sectors took part in the video. The editorial and camera teams travelled through Germany and Switzerland to use selected hotels as film locations. Thus the following hotels of the group play a role in the film: Best Western Hotel zur Post in Bremen, Best Western Plus iO Hotel in Eschborn, Best Western Plus Atrium Hotel in Ulm, Best Western Plus Hotel Bremerhaven, Best Western Plus Hotel Böttcherhof in Hamburg, Best Western Plus Hotel Willingen, Best Western Premier Alsterkrug Hotel in Hamburg as well as Best Western Premier Hotel Beaulac in Neuchâtel, Switzerland.

Since March the new Best Western image film can be found on the website www.bestwestern.de/film as well as on the [Youtube](#) channel of the Best Western Hotels Central Europe. The launch of the emotional video is accompanied by numerous marketing and competition campaigns in social media such as Facebook and Instagram as well as newsletters and partner cooperations.

During the ITB, the world's largest tourism trade fair in Berlin, the new Best Western image film was awarded the "Golden City Gate" in the category "Hotels" on 7 March 2019. The international tourism multimedia award has been presented annually for 18 years and honours the best tourism films and print products in a total of 20 different categories.

The following press picture is available for download:

Time for emotions: With a new image film Best Western Hotels Central Europe presents the three brands Best Western, Best Western Plus and Best Western Premier.

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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.*

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