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## Thomas Zubac Is New Director Sales MICE Desk At Best Western

**Thomas Zubac is the new Director Sales MICE Desk at Best Western Hotels Central Europe in Eschborn. In this position he is responsible for the MICE and conference activities of around 230 hotels in ten countries and he leads the team of Best Western Sales MICE Desk. Zubac was previously responsible in Key Account Management for the group's largest international corporate clients.**

**Eschborn, September 30, 2019.** On September 1st, Thomas Zubac was appointed as a new Director Sales MICE Desk at Best Western Hotels Central Europe GmbH. The 32-year-old has already served Best Western's top international corporate customers for five years as Global Senior Key Account Manager. In his new position, Thomas Zubac will be responsible for the entire MICE and conference activities for the group's 230 independent hotels in the ten following countries: Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary. In addition to his leadership of the conference expert team at the company's head office in Eschborn, he will be responsible for the further expansion of sales topics in the conference market.

Thomas Zubac started as key account manager at Best Western Hotels Central Europe in May 2014. Zubac was appointed by Best Western International to the position of Global Key Account Manager in 2017 and continued to expand the circle of selected top accounts successfully. Since the beginning of 2018, Thomas Zubac also has been responsible as Senior Global Key Account Manager for Best Western Hotels & Resorts for an international booking customer portfolio.

### **The following press picture is available for download:**

*Thomas Zubac is new Director Sales MICE Desk at Best Western Hotels Central Europe GmbH.*

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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 , Aiden<sup>SM</sup>, Sadie<sup>SM</sup>, 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 40 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](http://www.bestwestern.de) and [www.bestwestern.com](http://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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