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## New Global Brand Architecture: BWH Hotel Group

**BWH Hotel Group formed in wake of Best Western Hotels & Resorts acquisition of WorldHotels Collection earlier this year. The umbrella name showcases the scale of the company's comprehensive portfolio with 17 individual brands across every market segment. The new BWH Hotel Group includes BW for Best Western and WH for WorldHotels, to pay deference to both company names. At the same time, the company Best Western Hotels Central Europe GmbH will be renamed to BWH Hotel Group Central Europe GmbH, based in Eschborn, from December 2019.**

**Eschborn, 2019, December 2nd.** New brand architecture at Best Western Hotels & Resorts: Following the acquisition of WorldHotels Collection by Best Western Hotels & Resorts, based in Phoenix, Arizona, at the beginning of 2019, the global umbrella brand BWH Hotel Group was created. The new umbrella name and logo reflect both companies: BW for Best Western and WH for WorldHotels. The logo of the new BWH Hotel Group also integrates the Best Western font and the logo sign, a red swirl, from WorldHotels.

### **New global umbrella name**

BWH Hotel Group forms an umbrella for three brand families: Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group, which collectively offer 17 individual brands across every market segment, all of which will remain under the same brand names. The creation of BWH Hotel Group does not replace the masterbrands. All booking activity will still separately occur on bestwestern.com and worldhotels.com or our respective distribution channels (e.g., respective GDS chain codes and call centers). The newly created brand architecture thus preserves the independent main brands while also reflecting the merger under one roof. Thus, all established brand families can retain their individual identity with their individual brands.

### **Best Western Hotels Central Europe becomes BWH Hotel Group Central Europe**

In order to grow the brand portfolio across Central Europe, the Eschborn-based company Best Western Hotels Central Europe GmbH, which is responsible for hotels in ten countries - Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary - will be renamed to BWH Hotel Group Central Europe GmbH in December 2019.

"The acquisition of WorldHotels earlier this year enabled us to immediately increase scale and diversify our offerings by complementing our portfolio with upper upscale and luxury hotels in key global destinations. With this comprehensive portfolio of options, we are able to provide different products to different travelers for different travel occasions. The creation of the new brand umbrella is a logical step to preserve the identity of the individual brand families and at the same time to form an umbrella for Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group. In this way, all our brands can be effectively marketed independently and benefit from the synergies of the worldwide brand family," explain Carmen Duecker and Marcus Smola, both CEOs of the new BWH Hotel Group Central Europe GmbH, Eschborn.

**Following press pictures are available for download:**

*The logo of the new umbrella brand of BWH Hotel Group reflects both brand names Best Western Hotels &*

*Resorts and WorldHotels: BW for Best Western and WH for WorldHotels. In addition, the combination of the Best Western font and the red swirl as a trademark of WorldHotels has taken both existing brand logos into account.*

*New brand architecture and new umbrella brand for Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group: BWH Hotel Group forms the new umbrella for three brand families with 17 individual brands.*

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[www.bestwestern.de/presse](http://www.bestwestern.de/presse)

### **About BWH Hotel Group®:**

*The BWH Hotel Group® is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. \* BWH Hotel Group offers a total of 17 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de) [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, SureStay Hotels are managed with the brand Sure Hotels.*

### **Further information and press contact:**

**BWH Hotel Group Central Europe GmbH**

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