

## Flexible Cancellation Conditions for Events until the End of 2020

**Conference bookers and event organizers remain on the safe side with the BWH Hotel Group, and can plan their events and seminars without risk until the end of 2020. In the still uncertain planning situation due to Corona, many of the group's conference hotels in Central Europe are now offering shorter cancellation periods of up to 14 days before the event.**

**Eschborn/Germany, July 27, 2020.** Easy planning of conferences and meetings without risk: With new, shorter cancellation periods, many conference hotels of BWH Hotel Group Central Europe are helping to plan conferences, seminars and smaller events flexibly and risk-free until the end of 2020, especially in the current situation due to Corona. This means that meetings that are requested this year in one of the participating hotels or via the central BWH Meeting Desk and that are to take place until 31 December 2020 can be cancelled or rebooked free of charge up to 14 days before the start, depending on the hotel and availability. "We want to guarantee our customers and partners the best possible booking security even in this still critical time. By shortening the cancellation periods, many of our hotels are accommodating event planners in a generous and extremely flexible manner, reducing the risk for them to bear the full costs of events cancelled at short notice," says Marina Christensen, Head of Sales at BWH Hotel Group Central Europe. Thomas Zubac, Director of the Meeting Desk, adds: "In this way, we are also responding to the wishes of our corporate customers: in our survey conducted in May, they clearly expressed their support for flexible cancellation periods". The participating MICE hotels of the group in Germany, Austria and Switzerland as well as the surrounding countries of Luxembourg, Slovenia, Croatia and the Czech Republic have, in addition to the new framework conditions, also strengthened their hygiene and safety concepts. So, meetings and events can take place safely in compliance with all the guidelines laid down by the authorities.

### **Flexibility is in the focus of conference bookers**

A recent survey conducted by BWH Hotel Group Central Europe among its business and conference customers at the end of May had already shown that for over 90 percent of bookers in the current situation, flexible cancellation conditions are particularly important when choosing a hotel. The hotel group is now responding to this desire for maximum flexibility with the flexible offers of many of its conference hotels. Many companies and conference organizers are still uncertain whether and how events can be held due to the current corona crisis and official requirements. Not only the event business, but also the trade fair business and thus all providers in this segment are massively affected by the crisis.

### **Requests and bookings via BWH Meeting Desk**

The Meeting Desk of BWH Hotel Group Central Europe provides support in the enquiry and booking of events. Conference bookers and event planners can obtain the best offer for their needs and occasion from a single point of contact - including current and, for 2020, flexible cancellation conditions.

Contact the BWH Meeting Desk:

e-mail: [meetings@bwhhotelgroup.de](mailto:meetings@bwhhotelgroup.de)

Phone: +49 6196 4724 280

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

*Plan and book business events without risk: Many conference hotels of BWH Hotel Group Central Europe offer flexible and shortened cancellation periods in 2020. Picture: Seminar room of the Aiden by Best Western @ Biberach, Biberach an der Riss, Germany.*

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### **About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> 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 18 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, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group<sup>SM</sup> 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<sup>SM</sup> 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:**

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