

Staying Focused and Safe: Hotels Offer Rooms as Workspaces

While the Corona pandemic continues and remote working is still the preferred option for employees of many companies, several hotels of BWH Hotel Group Central Europe are keeping their doors open. For people who seek a quiet, socially distant, and comfortable work environment, hotels in Germany, Austria and Switzerland have been offering their rooms as day offices since spring. Now, the demand for a safe working space increases again in many places. The rooms can be booked on a daily or weekly basis via the central online booking platform of Best Western.

Eschborn, Germany, November 23, 2020. Hotel rooms as workspaces: Back in spring, many hotels developed and implemented creative ideas and new concepts that continued throughout the year. As many stayed open despite the various lockdowns in different countries throughout the region of Central Europe, hotels have been renting out their rooms as workspaces during the last months. Now that the demand for a quiet and safe work environment is increasing again due to the rising Covid-19 infections, many employees are looking for an alternative to working from home. After all, not everyone is provided with optimal conditions for remote work. Lack of space, a poor Internet connection or even playing children can negatively influence concentration, efficiency and creativity.

Many hotels of the BWH Hotel Group Central Europe have continued to maintain their operations and offer their rooms as day offices as a solution for professionals who find it hard to conduct their business at home. Hotel rooms are an ideal alternative location for productive, socially distant and quiet work. Hotels naturally have high hygienic standards, which were even increased during the Corona crisis. Most hotel rooms have spacious desks, comfortable seating and a fast, stable WIFI connection. Some hotels also offer their day guests coffee, tea and cold drinks as well as fruit, a breakfast to go or a packed lunch. So they can devote themselves fully to their work.

Central Online Booking Platform

Best Western's central online portal provides an overview of all hotels offering their rooms as workspaces in various cities in Germany, Austria and Switzerland. On the website www.bestwestern.de/homeoffice, interested companies and employees who have to work from home find all up-to-the-minute offers in their respective location and can request them directly. The portal lists all details including prices. Rooms can be rented on a daily and weekly basis.

Keeping the Head Up During the Crisis

Many Best Western Hotels and hotels of the WorldHotels Collection, which are part of the BWH family, have kept their hotels open with the highest security and hygiene measures, even in these difficult times. "I am once again deeply impressed by the commitment and creativity of our hotel staff, who have once again been fully affected by the second lockdown this year. Even though tourist travel is currently prohibited, these hotels are helping with overnight accommodation for those people who need to be on the road now: truck drivers, auxiliary staff, nursing staff, doctors on call, police or fire department. All these people show untiring support for the public, and they deserve our highest respect. But also our hotels providing their rooms as workspaces is one of the positive examples of how hotels can support in times of crisis – because many people long for a change of scenery and privacy in times of remote work and staying home," says Marcus Smola, CEO of BWH

Hotel Group Central Europe GmbH.

The following press picture is available for download:

Caption: Many hotels of the BWH Hotel Group Central Europe are offering their hotel rooms as workspaces during the Corona crisis.

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About BWH Hotel GroupSM:

The BWH Hotel GroupSM 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 StudioSM complete the group's brand portfolio.** BWH Hotel GroupSM 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 RewardsSM with more than 40 million members.*

BWH Hotel GroupSM 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, 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, SureStay Hotels are managed with the brand Sure Hotels.*

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