

## Smart Relaunch of Best Western Website

**Optimized web presence for Best Western Hotels & Resorts: The group's responsive website in Central Europe has been relaunched in its design, and now appears even clearer and has optimized functions. A shortened booking process, automated suggestions for hotel searches and an even more transparent presentation of prices and benefits ensure that customers can find their way around quickly and get to their desired hotel and stay very easy.**

**Eschborn (Germany), December 8, 2020.** Best Western Hotels in Central Europe have relaunched their web presence: the group's website in German and English now has a new dynamic, elegant and contemporary design and uses larger, more expressive images of hotels, themes and destinations. The user guidance including the hotel search was completely revised: An integrated booking box makes it easy to search and select a hotel from anywhere on the website without scrolling. Suggestions for the location search to all destinations worldwide are displayed automatically and matching the keyword input. In addition, new filter functions in the hotel search ensure even faster selection of the right hotel for the guest's needs and occasion. If several people are travelling together, the category selection can now be made individually for each room and the corresponding extras and additional services for each individual room can be selected and added to the shopping basket. Furthermore, all available rates per hotel are displayed, including special rates for members of the group's worldwide loyalty program Best Western Rewards. In addition, the person making the booking can easily join this program during the entire process. All in all, the Best Western website with its smart relaunch and revised design remains completely responsive and thus optimally displayed on all end devices.

With the relaunch, Best Western continues the sustainable expansion and optimization of its own homepage and online functionalities - even during the corona crisis. "Especially now in times of new lockdowns and restrictions, the great desire to travel is increasing more and more, and in the future it will be possible again to discover new and familiar places. We are convinced of this and that is exactly why we have decided to relaunch our smart website in this time of crisis, with a focus on easy searching and finding all information for the next stay," says Carmen Dücker, CEO of BWH Hotel Group Central Europe GmbH, headquartered in Eschborn, Germany. "With an increase in bookings, especially in the holiday regions this summer, we have seen that the information and security needs of travelers in times of Corona have become much more important. In addition and as a result, bookings directly with the provider are more in demand than ever. We are continuing to take this into account and are therefore strengthening our own sales activities via the website by presenting all the information per hotel there in such detail, individually and up-to-date as is often not possible on standardized travel sites," says Dücker, who together with the BWH Hotel Group Central Europe team takes care for around 300 hotels in ten European countries.

### **New functions: Simplified search without scrolling, specifying filters**

With the relaunch of the website the Best Western Hotels & Resorts as well as destination and travel topics are represented now more clearly by large pictures. The hotel search can be started from any point on the website without much scrolling: The so-called booking box remains attached to each side, which means that guests can find the suitable hotel and offer quite fast and only with a few clicks. In addition, when the location is entered, suitable suggestions for the searched location appear automatically - even with a worldwide selection. In the results, the suitable hotels are clearly listed one below the other according to distance. Pictograms still provide information for each hotel about amenities such as parking lots, restaurant, spa equipment or

conference and leisure offers. In addition, since the beginning of the Corona crisis, the current information on hygiene and safety measures per hotel can be viewed via a button. By means of new filter functions the hotel search can be specified - so it is possible to filter by distance, equipment, brand, leisure or culinary offers. The "Further information" button takes the user to the individual hotel website and provides further details about the hotel and its location.

#### **Booking as desired: Individual configuration of rooms and extras**

Hotel reservation via the website is now even more individual: If further rooms are needed for several guests, the configuration can be made for each room individually. After the selection of the room category, extras and achievements can be booked particularly for this room, for example like a bottle of sparkling wine, a Candlelight Dinner, a city tour or a parking lot in the underground parking. This is how guests can select all additional rooms and individual extras and finally add them to the online shopping cart.

#### **Clear price structure and advantages of the loyalty program**

When selecting the rooms, all available rates including cancellation conditions are clearly listed. The price overview also shows the discounted rates in the worldwide loyalty program Best Western Rewards. If the guest is not yet a member, he can register via the adjacent registration box and benefit directly with his booking.

#### **Website Best Western Hotels & Resorts Central Europe:**

<https://www.bestwestern.de/en/>

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

*Caption: Smart relaunch for the Best Western website: Equipped with new functions and design elements, guests can now reach their desired hotel even more clearly and quickly.*

#### **Download PRESS RELEASES and PRESS IMAGES: [www.bestwestern.de/presse](http://www.bestwestern.de/presse)**

#### **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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