

BWH Hotel Group @ ITB Berlin NOW

This year, the virtual ITB Berlin NOW 2021 celebrates its premiere and BWH Hotel Group will be represented at the digital event with its family of brands, including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotels.

Berlin/Phoenix/Eschborn, March 8th, 2021. For four days, the global travel industry will meet digitally for the first time at ITB Berlin NOW. BWH Hotel Group participates with its brand families Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotels at this year's ITB Berlin NOW 2021 from March 9 to 12. Instead of the usual trade show booth, BWH Hotel Group will attend with a so-called Brand Card, where practically everything can be done that also happens at a normal trade show booth. Appointments can be made at the virtual booth with the national and international contacts of the global hotel group from the areas of marketing, sales, e-commerce, development and PR. BWH Hotel Group will present at ITB Berlin NOW new offers, products and the possibility scheduling appointments for One to One video sessions and meetings. "During these difficult times, we have all learned to adapt to new ways of connecting, so we are pleased to be joining our customers and partners virtually this year," says Marina Christensen, Head of Sales at BWH Hotel Group Central Europe GmbH.

[>Here you will find the Brand Card of BWH Hotel Group](#)

Three brand families under one roof

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 Central Europe GmbH based in Eschborn / Germany, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

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. The company continues to reward its loyal guests with rich rewards, including a recent announcement that these programs have cut elite status eligibility qualifications in half for 2021 - enabling travelers worldwide to earn status with just five nights, three stays or 5,000 points. Additionally, the reduction in thresholds applies to each status tier – making it easier than ever for guests to climb the loyalty ladder.

In the face of the global pandemic, BWH Hotel Group has remained committed to keeping its guests healthy and safe through its comprehensive cleaning program, *We Care Clean*SM. The program's industry-leading cleaning standards address everything from guest room and common area cleanliness, to streamlined processes that minimize contact between guests and associates while maintaining superior customer service.

The following press picture is available for download:

Caption:

"During these difficult times, we have all learned to adapt to new ways of connecting, so we are pleased to be joining our customers and partners virtually this year," says Marina Christensen, Head of Sales at BWH Hotel Group Central Europe GmbH.

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About BWH Hotel GroupSM:

BWH Hotel Group is a leading, global hospitality network comprised of three hotel companies, including WorldHotels® Collection, Best Western® Hotels & Resorts and SureStay Hotel Group®. The global network boasts approximately 4,700 hotels in over 100 countries and territories worldwide. With 18 brands across every chain scale segment, from economy to luxury, BWH Hotel Group suits the needs of developers and guests in every market. For more information visit www.bestwestern.com, www.bestwesterndevelopers.com, www.worldhotels.com and www.surestay.com.*

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

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Further information: www.bwhhotelgroup.de www.bestwestern.de and www.bestwestern.com

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*** 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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