

BWH Hotel Group: New Online Offer for Group Travels

BWH Hotel Group Central Europe has launched a new partnership with Get Your Group and expanded the offer on its website with a new group travel portal: Group organizers and bus companies can now arrange highly individual tours in the participating European hotels online with just a few clicks, and can request and book them with all desired additional services.

Eschborn (Germany), May 3, 2021. BWH Hotel Group Central Europe is also going digital when it comes to group travel and is strengthening its offering for group organizers and bus companies: Via the new group travel portal, which was created in cooperation with the German tour expert *Get Your Group*, group trips can now be easily and flexibly put together online. Customers can send a request directly to the hotel and, if contingents are stored, even book their packages directly online. In addition to existing group packages, tour operators and bus companies have the full choice from already more than 120 participating hotels and locations in Europe as well as from more than 1,500 available and bookable additional services. Thus, their trips and packages can be tailored exactly to their own needs and the group offer can then be queried with just a few clicks. The availabilities and prices mentioned by the participating hotels are displayed directly in the online portal. The online shopping cart updates itself with each selection, which helps companies that have a specific budget in mind. "With the cooperation and new partnership with *Get Your Group*, we are also realigning our strategy in the group segment by making the services for our customers even more flexible and, above all, digital. We offer tour operators the possibilities of dynamic packaging and individual arrangements, compiled of a suitable hotel and an exciting additional program as well as the direct booking of a trip, which is exactly tailored to the needs of groups and bus companies. By today, this offer is completely unique in the hotel industry," says Serhat Goetz, Director Leisure Sales of BWH Hotel Group Central Europe GmbH, Eschborn, Germany.

Just a few clicks: Individual group trips and suitable hotels

On the freshly relaunched group website www.bestwestern.de/en/grpreisen_en.html, a button takes customers directly to the new group travel portal, which can also be reached at <https://groups.bwhhotelgroup.de/en>. After registration and with the personal login the participating hotels of the BWH hotel Group (with its brand families Best Western Hotels & Resorts, WorldHotels Collection and Sure Hotels) are available to group travel organizers and bus companies operating throughout Europe. Under "Package Tours" there are ready-made arrangements at various locations. They provide travel inspiration, but can also be changed by flexibly adapting individual services or, for example, the length of stay. Under "Hotels & Activities", packages can now be created easily and dynamically by the user: After selecting the destination and the hotel, additional services such as city tours, tickets and thematic highlights can be easily found and added using a filter function and the radius search. In the shopping cart, the purchase price is always updated, allowing tour operators to keep an eye on their own budget. The travel packages are thus arranged with a few clicks, then they can be requested in the appropriate hotel or booked with deposited contingents even directly in the portal. The inquiry or reservation is confirmed to the customer via email immediately. In addition, the tour operator can manage his travel reservations and keep control of everything at any time under his personal settings "My Tours" in the BWH group travel portal. For individual questions and support, the experts at the Group Desk of BWH Hotel Group Central Europe are also still available by phone or e-mail.

BWH Hotels Group Central Europe:

Group website - www.bestwestern.de/en/grpreisen_en.html

Group travel portal - <https://groups.bwhhotelgroup.de/en>

Contact BWH Group Desk:

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The following press picture is available for download:

Caption: The new group travel portal of BWH Hotel Group Central Europe is online: With just a few clicks, group organizers and bus companies can now compile, request or book their group trips online in participating hotels and destinations, including flexible ancillary services.

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www.bestwestern.de/presse

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 270 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.*

Further information and press contact:

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