



BWH Hotel Group – Company Profile

Independent Hotels and Powerful Brands

The BWH Hotel Group 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. The umbrella brand BWH Hotel Group formed in 2019 in wake of Best Western Hotels & Resorts' acquisition of WorldHotels Collection. The newly created global brand architecture thus preserves the independent main brands while also reflecting the merger under one roof.

BWH Hotel Group Central Europe GmbH, based in Eschborn near Frankfurt am Main, Germany, supports a total of around 270 hotels* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary. In addition to the Central European headquarter in Eschborn, the group runs a regional office in Vienna, Austria.

Compelling Brands for All Segments

All of the group's conference, city and leisure hotels ensure globally defined quality standards, while simultaneously retaining their individual style and independence. Overall, the BWH Hotel Group brand family includes both full brands and soft brands for all categories worldwide. Thus, BWH Hotel Group offers 18 hotel brands that meet the requirements and needs of hotel developers and guests around the globe. The global brand umbrella of BWH Hotel Group includes the brands Best Western, Best Western Plus and Best Western Premier, as well as Sure Hotel and Sure Hotel Plus (outside Europe: SureStay and SureStay Plus). In addition, BWH Hotel Group offers the two lifestyle brands Vib and Glo, Sadie, Aiden as well as the two longstay concepts Executive Residency and Sure Hotel Studio. In addition to these so-called full brands,



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Best Western also offers soft brand options for brand-independent hotels in all categories, which exclusively use the sales and marketing solutions of the global network. These soft brands include the Sure Hotel Collection, the BW Signature Collection and the exclusive BW Premier Collection. The WorldHotels Collection includes the four brands WorldHotels Distinctive, WorldHotels Elite, WorldHotels Luxury, and the newly launched WorldHotels Crafted.

This brand diversity offers hotel operators, developers, and investors the opportunity to select the right concept for their own product and thus meet the requirements in their own market. At the same time, the broad portfolio makes it easier for travelers to choose the right hotel.

Brand Partner with A Strong Global Network

As a brand partner for hotels, the BWH Hotel Group aims to increase the economic success and competitiveness of their partner hotels. Through the brand affiliation, the individual hotels benefit from the comprehensive marketing and sales activities for all relevant target groups. As part of the BWH Hotel Group, Best Western Hotels & Resorts provides state-of-the-art distribution and communication channels for all market segments. All hotels are available for booking via electronic distribution systems in the worldwide reservation systems as well as via the well-established online channels. With more than 45 million members, BWH Hotel Group also runs one of the largest customer loyalty programs in the travel industry: The award-winning programs Best Western Rewards and WorldHotels Rewards.

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.



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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:

BWH Hotel Group Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimbal, Head of Corporate Communications
Frankfurter Strasse 10-14, 65760 Eschborn, Germany
Tel. +49 (61 96) 47 24 -301
E-Mail: presse@bwhhotelgroup.de
Internet: www.bestwestern.de www.bwhhotelgroup.de