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Strong Revenue Growth in Central Eastern Europe

After Best Western Hotels Central Europe GmbH has been reorganized last year with now ten countries under the common corporate umbrella and the global brand relaunch, the signs point to growth. The financial year 2016 was concluded successfully with a stable revenue growth in all countries, which are supervised by the service centers in Eschborn, Vienna and Bern. The new company structure, which is no longer limited by national borders and to which more than 230 individual hotels belong, contributed to a stronger marketing and sales power for the member hotels. In the countries Slovakia, Slovenia, Czech Republic, Hungary and Croatia (Central Eastern Europe) the revenues generated by Best Western in 2016 grew about 16 percent to 4.8 million euros compared to the previous year. In all countries of the BWCE region Best Western could increase the generated revenues in the hotels by about 12 percent to 154.9 million euros compared to 2015.

Eschborn/Vienna/Bern, February 17th, 2017. In 2016, the year of its 70th anniversary, Best Western saw far-reaching changes. The brand of individual hotels has reinvented itself over the last year, in order to render the entrepreneurially independent hotels even more successful. Therefore, since the start of the last year more than 230 hotels in the ten countries Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland are under the corporate umbrella of the Best Western Hotels Central Europe GmbH with the main office in Eschborn (Germany) as well as regional offices in Bern (Switzerland) and Vienna (Austria). “The integration of formerly separated regions has worked very well. We could generate increases in revenue in all countries due to accelerated cross-border marketing”, says Marcus Smola, CEO of Best Western Hotels Central Europe GmbH. “Because of the concentration of our activities all our member hotels could benefit from more central services and a stronger sales and marketing power”, explains Smola at the annual press conference of the hotel group in Frankfurt.

16 Percent Plus Realized in the First Year

In the region Central Eastern Europe, at the moment 13 hotels with 1,343 rooms at the locations Bojnice, Bled, Ljubljana, Maribor, Brno, Ostrava, Prague (4), Zagreb (2) und Székesfehérvár belong to the brand. These houses gained a direct overall generated room revenue of 4.8 million euros by the brand, which is a plus of 15.6 percent compared to the previous year. “The increased revenues in the countries Croatia, Czech Republic, Hungary Slovakia and Slovenia show that we successfully generated business in hotels with our services and that our various marketing and sales measures took effects”, says Smola. A look on the development of the whole region, which is supervised by the new Best Western Hotels Central Europe (BWCE), shows the successful development of the group in the first year. The merger of the countries into one cross-border organization has paid off economically for the member hotels in all countries. Thus, the generated total revenue via Best Western channels for the individual hotels in all countries has grown by 11.98 percent to 154.9 million euros in 2016 compared to the previous year. “We are pleased that our measures and initiatives have born fast and significant fruits already in the first year of the new Best Western Hotels Central Europe. We expect a further stable growth in the countries attached – in revenues as well as in the expansion of our portfolio”, says Smola.

By now, the Best Western Hotels Central Europe GmbH provides hotel operators with the following brand offers, for the respective hotel or location: Best Western, Best Western Plus, Best Western Premier, Vib and the soft brand BW Premier Collection. “In all markets we see potential to expand with all our brand offers. Considering the increasing market concentration, it is important to provide individual hotel operators with

professional instruments and offer services in order to compete successfully in the future. We observe that hotels, which do not belong to international brands, will have a hard time due to rapid digitalization of the sales' world, permanently increasing distribution costs and a sharper competition for guests and employees", continues Smola. Best Western successfully manages to combine individuality and professional brand power because the hotels stay entrepreneurially independent and benefit from the sales and marketing power of a worldwide brand at the same time.

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Strong revenue growth in Central Eastern Europe: In the countries Slovakia, Slovenia, Czech Republic, Hungary and Croatia (Central Eastern Europe) the revenues generated by Best Western in 2016 grew about 16 percent to 4.8 million euros compared to the previous year. On the Picture: Best Western Premier Hotel Slon, Ljubljana

Best Western Hotels Central Europe with CEO Marcus Smola and Deputy Manager Carmen Dücker set the target to expand the current portfolio with high-quality hotels in Central Eastern Europe.

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, EXECUTIVE RESIDENCY®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 27 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

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