

European Best Western Hoteliers Met in Hanover

Around 300 hoteliers from the countries Germany, Croatia, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary met in Hanover at the beginning of June for the annual conference of Best Western Hotels Central Europe. They discussed both current and future projects and brand strategies at the three-day conference. In addition, there were multiple workshops and the employees was the key topic. This gave participants a chance for intensive discussions and talks about best practices. One highlight was the appearance of David Kong, CEO and President of Best Western Hotels & Resorts in Phoenix, who joined the conference.

Hanover/Eschborn, June 6th 2017. 300 Best Western hoteliers from nine European countries, and one international guest: Best Western Hotels Central Europe GmbH invited Best Western hoteliers from Germany, Croatia, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic, and Hungary to Hanover for the annual conference. Around 300 hoteliers from all countries falling under the umbrella of Best Western Hotels Central Europe GmbH, based in Eschborn/Germany, came together at the beginning of June. One special highlight: David Kong, CEO and President of Best Western Hotels & Resorts, came from Phoenix, Arizona to join the conference. The annual conference took place in the Best Western Premier Hotel Kronsberg and the ExpoWal at the Hanover trade fair grounds. "We have been working in a joint, cross-European organization covering ten countries for almost one and a half years. We have grown closer together over the past months, and the discussion and collaboration we have enjoyed greatly strengthens our hotels and the development of our brand in Europe," said Marcus Smola, CEO of Best Western Hotels Central Europe GmbH. "That makes us all the more glad to get started here in Hanover and discuss and develop strategies together that will drive our group into the future."

Participants exchanged ideas on brand plans and strategies and discussed current topics in the industry at the three-day event in Hanover. Besides presentations on central strategies of the group in Europe, David Kong, CEO and President of Best Western Hotels & Resorts, gave a talk on global trends in the industry and introduced global Best Western initiatives. Bodo Janssen, Managing Director of Upstalsboom Hotels, was as a guest lecturer and spoke about purposeful, respectful employee management. "Challenge employees" then served as a focal point during the conference: Hoteliers and experienced speakers, including Klaus Michael Schindlmeier, gave presentations and described best practices. The Managing Director of the Best Western Plus Palatin Kongresshotel in Wiesloch, Germany, has won multiple awards as a top employer and has developed creative and unusual ways to deal with the topic of employees. F&B concepts, customer loyalty, marketing, and distribution were also discussed in multiple workshops. The highlight of the evening program was the first Best Western cooking competition: Four hotel teams passionately cooked against each other, according to a variety of mottos and instructions.

The following press image is available for download:

Caption: 300 Best Western hoteliers from nine European countries met for the Best Western annual conference in Hanover at the beginning of June.

Additional photos are available for download at:

www.bestwestern.de/Bildmaterial

Über Best Western Hotels & Resorts:

Best Western Hotels & Resorts ist eine qualitätsorientierte, internationale Hotelkette mit über 4.200 Hotels in mehr als 90 Ländern. Alle Best Western Hotels weltweit sind unternehmerisch unabhängig und individuell geführt. Die Best Western Hotels Central Europe GmbH betreut insgesamt mehr als 230 Hotels in den zehn Ländern Deutschland, Kroatien, Liechtenstein, Luxemburg, Österreich, Slowakei, Slowenien, Schweiz, Tschechien und Ungarn unter einem gemeinsamen Unternehmensdach. Neben dem deutschen Hauptsitz in Eschborn gibt es regionale Länderbüros in Wien und Bern. Alle Tagungs-, Stadt- und Ferienhotels der Marke garantieren weltweit einheitliche Qualitätsstandards und behalten gleichzeitig ihren individuellen Stil und ihre unternehmerische Eigenständigkeit. Best Western Hotels & Resorts präsentiert insgesamt sieben Einzelmarken: Best Western, Best Western Plus, Best Western Premier, Executive Residency, Vib, Glo sowie den Softbrand BW Premier Collection.

Als Dienstleistungspartner von Hotels verfolgt Best Western das Ziel, den wirtschaftlichen Erfolg und die Wettbewerbsfähigkeit der Partnerhotels zu steigern. Über den Markenanschluss profitieren die einzelnen Hotels von den umfassenden Marketing- und Verkaufsaktivitäten für alle relevanten Marktsegmente und Zielgruppen. Neben zielgruppenspezifischen Katalogen in Millionenaufgabe stellt Best Western für alle Marktsegmente modernste Vertriebs- und Kommunikationswege bereit. Alle Hotels sind über elektronische Distributionssysteme in den weltweiten Reservierungssystemen sowie im Internet optimal präsentiert und buchbar. Zudem verfügt Best Western über eigene Reservierungszentralen. Das Loyalitätsprogramm für Vielreisende heißt Best Western Rewards mit weltweit rund 30 Millionen Mitgliedern. Weitere Informationen: www.bestwestern.de und www.bestwestern.com

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