

**Promoting and appreciating talent - this is highly valued at Best Western Hotels Central Europe. The hotel group invited talents from the hotels and service headquarters to Best Talents Day for the sixth time in a row. On September 11th, the motivated employees from all hotel working areas experienced a comprehensive training and workshop program in which personal skills were the focus.**

**Eschborn/Wiesloch (Germany), September 19<sup>th</sup>, 2018.** Outstanding talents must be supported: Best Western Hotels Central Europe, headquartered in Eschborn, Germany, organized the Best Talents Day program for young talents – this year for the sixth time in a row. Selected young high professionals from Best Western Hotels and the service headquarters were invited to a day dedicated to personal development. On September 11<sup>th</sup> talents from all areas experienced a day particularly cut to them. It contained both communication and personality trainings under the leadership of a renowned career coach, personnel consultants and Best Western Central Europe's CEO Marcus Smola. "We are responding to the shortage of skilled staff in the hotel industry and are actively working against it. Finding talented people is only the first step, promoting them is at least as important. On Best Talents Day, everything revolves around our best talents, whom we want to value and promote especially for their great achievements," explains Smola.

The Best Talents Day was attended by the best talents from various sectors of different Best Western Hotels - from outstanding trainees to receptionists, chefs, sales persons, F&B managers and accountants. "Promoting and retaining talented employees - that's what we're all about. Our hotels work best with their employees who are committed to the well-being of our guests on a daily basis," Smola continued. The seminar day was rounded off with a joint evening program.

**The following press picture is available for download:**

*Best Talents Day 2018: "Promoting and retaining talented employees - that's what we're all about", says Marcus Smola, CEO Best Western Hotels Central Europe.*

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**About Best Western Hotels Central Europe:**

*Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. 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 eleven hotel brands to suit the needs of developers and guests in every market: Best Western, Best Western Plus, Best*

*Western Premier, VÄ«b, GL , Executive Residency by Best Western, BW Premier Collection, and BW Signature Collection by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Hotel Plus by Best Western and Sure Hotel Collection by Best Western.*

*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 37 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](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)*

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