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First Hotels for Sure Hotel Collection by Best Western

The new soft brand Sure Hotel Collection by Best Western, presented last year by Best Western Hotels & Resorts, is now being launched in Germany. The first hotels which join the collection are the Amedia Plaza in Schwerin, the Plaza Hotel Blankenburg in Ditzingen and the Amedia Hotel in Weiden.

Eschborn, 7th January 2019. A new soft brand is launched in Germany: The Amedia Plaza Schwerin, the Plaza Hotel Blankenburg Ditzingen and the Amedia Hotel Weiden are the first hotels of the new soft brand "Sure Hotel Collection by Best Western" in Germany, which has been launched worldwide by Best Western Hotels & Resorts in 2018. All hotels of the new soft brand receive the full service package of the worldwide brand network and benefit from sales and marketing services of the global hotel group. "Considering the increasing consolidation and growing competition within the hotel industry, it is particularly important to offer hotel operators and hotel groups with very individual properties solutions and concepts for worldwide marketing. This way, the hotels can remain independent from a brand and at the same time benefit from the powerful sales and distribution support of a global hotel brand," says Andreas Westerburg, Head of Hotel Development Best Western Hotels Central Europe GmbH.

Operating company of the new Soft Brand Hotels in Ditzingen, Schwerin and Weiden is the Plaza Hotelgroup GmbH, based in Heilbronn, Germany, which operates a total of 36 hotels in Germany, Austria, the Czech Republic and the Netherlands. 27 of them are now affiliated with Best Western Hotels & Resorts. "We are delighted to manage our hotels in Schwerin, Ditzingen and Weiden with the new soft brand. We have a successful cooperation with Best Western with all of our hotels. The hotels are very well positioned in the market and our goal is to grow further with Plaza Hotelgroup. With the Sure Hotel Collection, we are now taking a new path for selected hotels, where we can benefit from Best Western's sales and marketing services while remaining independent of the brand," explains Yonca Yalaz, CEO of Plaza Hotelgroup.

Amedia Plaza Schwerin

With the Amedia Plaza Schwerin, a four-star hotel with a downtown location joins the new Sure Hotel Collection. The 100-room-hotel offers the restaurant "Amadeus" as well as an adjoining bar and summer terrace. The Amedia Plaza Schwerin offers conference capacities for up to 250 people.

Amedia Hotel Weiden

The Amedia Hotel Weiden is located in Bavaria, next to a park and the congress centre of Weiden. The four-star hotel with 104 rooms offers a winter garden and the restaurant "Lobster" as well as a hotel bar. Due to the close proximity to the congress centre, events with up to 800 people can be organized.

Plaza Hotel Blankenburg Ditzingen

The Plaza Hotel Blankenburg Ditzingen is a four-star hotel in a central location in Ditzingen, Baden-Württemberg. The hotel restaurant "Ambiente" and a hotel bar are located in the 71-room-hotel. The hotel offers three conference rooms with an area of 30 to 55 square meters and a capacity for up to 25 people.

New Soft Brands for all Hotel Categories

Best Western offers 13 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, Sadie Hotel, Aiden Hotel, Sure Hotel by Best Western and Sure Hotel Plus by Best Western. In addition, Best Western Hotels & Resorts presents three soft brands as marketing offerings for hotels that are managed without Best Western branding and at the same time benefit from the hotel group's worldwide service offerings for hotels: BW Premier Collection, BW Signature Collection and the Sure Hotel Collection. The three soft brands are designed for different hotel categories and are based on the respective standards of the full brands Best Western, Best Western Plus and Best Western Premier. "All hotels of Best Western Hotels & Resorts are independently owned and operated. Our wide range of brands offers hotel operators, developers and investors the opportunity to choose the perfect concept for their own hotel," explains Andreas Westerburg.

Following the successful launch of the exclusive BW Premier Collection at the end of 2017 in the Best Western Hotels Central Europe region with three hotels in Vienna, Ramsau near Berchtesgaden and Motorworld Stuttgart in Boeblingen, the two Soft Brands BW Signature Collection for upper mid-scale hotels and the Sure Hotel Collection for three- and four-star hotels have also been available to hotel operators since 2018. All soft brand hotels of Best Western Hotels & Resorts receive the full service package of the worldwide brand network: The hotels are not operated under the brand name Best Western Hotel, but can be booked via all Best Western booking channels, such as the Best Western websites, the worldwide call centers as well as GDS and other booking channels. In addition, soft brand hotels benefit from the worldwide contracts and of all global partnerships – like OTAs and other distribution partners, and worldwide travel agency. Furthermore, all hotels are part of the worldwide loyalty program Best Western Rewards with 37 million users and loyalty partners such as Lufthansa Miles and More and Payback.

The following press pictures are available for download:

The Amedia Hotel Weiden is one of the first hotels in Germany that joins the Sure Hotel Collection by Best Western.

With the Plaza Hotel Blankenburg Ditzingen, a 72-room hotel in a central location in Ditzingen, Baden-Württemberg, joins the new Sure Hotel Collection by Best Western.

The Amedia Plaza Schwerin offers 100 rooms and event facilities for up to 250 participants and is also part of the Soft Brand Sure Hotel Collection by Best Western.

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About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western offers 13 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®, Sadie HotelSM, Aiden HotelSM, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as Sure Hotel® by Best Western, Sure Hotel Plus® by Best Western and Sure Hotel Collection® by Best Western. All hotels of Best Western Hotels & Resorts are independently owned and operated. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities.

Best Western Hotels Central Europe (BWCE) headquartered in Eschborn/Germany is in charge of around 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 at the same time retain their individual style and their entrepreneurial independence.

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 and www.bestwestern.com

For further information please contact:

Best Western Hotels 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 (0) 6196 - 47 24 301, Fax: -129

Mail: anke.cimbal@bestwestern.de

Websites: www.bestwestern.de, www.bestwestern.de/presse