

Reaching our goals together

Global hotel network
and individual variety



BWH | Hotels

The image is a composite graphic. In the background, a world map is displayed in a golden, glowing style against a sunset sky with soft clouds. In the foreground, several silhouettes of business professionals are shown. On the left, three people are standing and talking. In the center, two people are shaking hands, with one holding a briefcase. On the right, another person is walking away with a briefcase. A decorative graphic of white lines and dots, resembling a globe or network, is positioned in the lower-left quadrant. The overall mood is professional and global.

The formula for success of BWH Hotels is unique worldwide. Independent, quality-oriented hoteliers utilize the strong community and the services of a worldwide known brand.

More success for hoteliers, more enthusiastic guests

“We pursue two goals: An increase of our hotel’s economic success as well as the provision of excellent accommodation for our clients and guests. The worldwide brand awareness and a large number of market-oriented services are the basis for this success. The involvement of the affiliated hotels within our corporate structure creates trust and transparency.”



Marcus Smola

*Chief Executive Officer
BWH Hotels Central Europe GmbH*

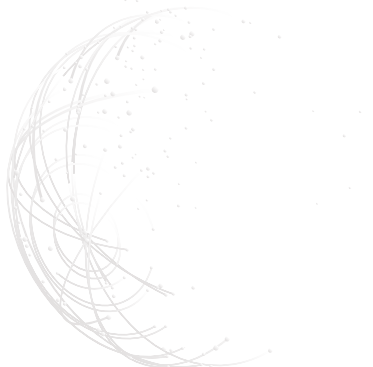


Strong brands – for all customer segments

BWH Hotels is a global quality-oriented international hotel brand organization representing over 4,300 hotels in more than 100 countries. All hotel members worldwide are independently owned and operated.

BWH Hotels Central Europe GmbH with its central service base located in Eschborn close to Frankfurt am Main is providing services for more than 230 hotels in the following countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland united under one corporate roof.

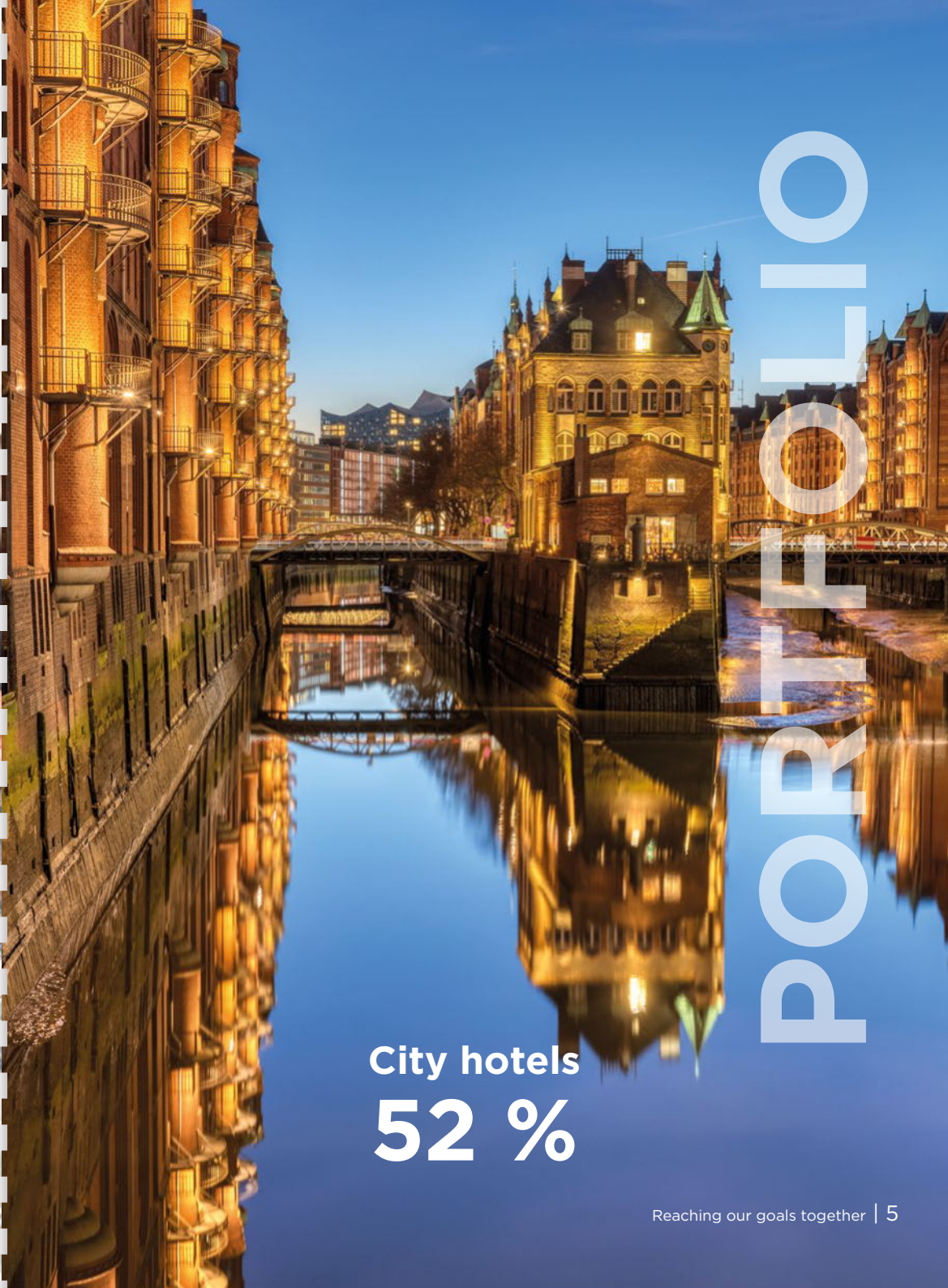
All of the brand's conference, city and holiday hotels guarantee excellent quality standards worldwide while retaining their individual style and entrepreneurial independence.





Holiday resorts
20 %

Conference hotels
28 %



City hotels
52 %

PORTFOLIO

“BWH Hotels is the only global ‘non-profit hotel organization’ on the market. All affiliation and commercial service fees are spent directly on marketing, sales and distribution support and activities provided to each hotel. This attracts new guests and therefore generates more revenues for our hotels. Compared to other brands no single shareholder exists who would take all decisions. BWH Hotels has been created from hoteliers for hoteliers. As hotelier, I have a good feeling about this.”



Christoph Unckell
Hotelier
Best Western Premier
Hotel Rebstock zu Würzburg



The structure of BWH Hotels is unique worldwide. The associated hoteliers of Best Western Hotels & Resorts are the exclusive owners of the brand and have direct decision making power when it comes to the company's strategy, budget spent, etc.

Have a vote and benefit















Active participation of hoteliers: BWH Partner Assembly

When it comes to strategic decisions of BWH Hotels Central Europe every single affiliated hotel has got a vote at the BWH Annual Partner Assembly. The assembly decides about service contract adaptations, services provided by the service center and the fee structure. The interests of hotels are represented by an elected committee which represents all regions. In addition, the BWH Annual Partner Assembly elect an advisory board of six hoteliers to the supervisory board of DEHAG Hospitality Group AG, which includes representatives from the regions of Germany, Austria, Switzerland and Central Eastern Europe (Croatia, Czech Republic, Slovakia, Slovenia and Hungary).



BWH Hotels Brand Family: Individual variety from economy to luxury

The global portfolio of the BWH Hotels combines Single Brands (or Full Brands) as well as Collections of all categories. This brand diversity offers hotel operators, developers and investors the opportunity to choose the most suitable concept for their own product and to meet the requirements based on the market.

	Full Brand			Collection	
	Contemporary	Boutique/ Lifestyle	Extended Stay	Contemporary	Boutique/ Lifestyle
Luxury				WORLDHOTELS SM LUXURY	
Upper Upscale				WORLDHOTELS SM Elite	
Upscale		 		BW Premier  	WORLDHOTELS SM CRAFTED
Upper Midscale		 			
Midscale					
Classic Midscale	 				



Unique charm and best price-performance ratio

Best Western Hotels are midscale hotels with individual character fulfilling high quality standards and characterized by individual features as well as a contemporary and consistent design..



The Plus in service and comfort

Best Western Plus hotels belong to the upper midscale in the four-star category. They provide a comprehensive Best Western quality with additional amenities and services and hence a Plus in comfort.



Hotels with exquisite character

The upscale brand of Best Western's full brand segmentation has been created for the premium four-star and four-star-superior hotels. These hotels fulfil the expectation for exceptional hotel comfort in an exquisite regional and authentic, distinctive atmosphere.



The urban lifestyle brand concept

This innovative "ready to buy" hotel concept for new buildings in urban locations addresses target groups of technology-savvy "millennials". "Vib" focuses on state-of-the-art technology combined with modern design, taking the social and sustainable commitment into consideration.

The high-quality brand concept for apartments and long-stay guests



The Executive Residency brand concept was created for long-stay guests who appreciate defined quality standards and stylish design. The marketing is specifically customized for apartment homes and long-stay sectors of hotels.



The flexible apart-hotel concept

The sleek and modern apartment-style hotel concept combines contemporary design, high hotel comfort and proven service quality for a flexible temporary stay.



Trendy boutique design hotel brand for lifestyle hotels

The hotel brand Aiden stands for a new collection of upper-midscale and upscale boutique hotels with flexible custom-design and an adventurous personality.



Midscale hotels with a quality commitment

Sure Hotel by Best Western is a hotel brand for individual midscale hotels in cities as well as in holiday destinations. The Sure Hotel brand ensures travellers worldwide a uniform quality in amenities and service with reasonable design requirements.



The Collection concept for three and four-star private hotels

The Sure Hotel Collection represents privately owned three- and four-star hotels, which are not subject to any branding requirements but are bookable through BWH channels and benefit from the Best Western Rewards loyalty program.



Collection for independent privately owned upper midscale hotels

Independent private hotels with a unique design enjoy the advantages of this Collection such as distribution and marketing services of the BWH umbrella, but may present themselves as single hotels on the market.



Collection for selected top hotels

BW Premier Collection is a unique marketing offer for upscale top hotels such as boutique or theme hotels. Four-star or four-star-superior hotels benefit from the distribution channels of Best Western without a full branding by Best Western.



The upscale lifestyle concept

Immersive. Thrilling. Unpredictable. An inclusive collection that captures the spirit of the destination's local flair through design and creativity and be able to create a lasting emotional connection to guests.



Top-class hotels

Elevated. Stylish. Memorable. WorldHotel Elite hotels stand for upper upscale properties recognized for their elevated delivery of service and amenities. These hotels fulfil even the highest requirements of demanding clientele.



The Collection for the luxury hotels

Celebrated. Renowned. Iconic. WorldHotels Luxury hotels are some of the top hotels and are primarily in the 5-star or 5-star plus segment. Their outstanding ambiance, excellent service and top locations often make them to local landmarks.

Components of success: Technology, range, customer loyalty

As a global hotel network, BWH Hotels pursues the goal to increase the economical success and the competitiveness of its partner hotels. The membership provides each hotel with state-of-the-art distribution and communication channels and offers comprehensive marketing and sales activities for all relevant market segments and target groups which the hotels benefit from.

All hotels are bookable through a strong central reservation system with a link to the global distribution systems as well as ideally represented on each relevant e-commerce platform. Moreover, hotels benefit from the constant development of our own distribution and social media channels, strategic revenue management and our own global reservation center. The steadily growing number of members of the awarded loyalty enables the realization of marketing measures with a wide range with simultaneous target group specific attention.



Stay always up to date at





The loyalty program Best Western Rewards has received multiple awards and is one of the most successful bonus point systems worldwide. It has more than 57 million members and it is therefore the fastest growing program in the traveling sector.



10 good reasons that increase the profit and secure the future



Family Späth

*Hoteliers
Best Western Premier
Hotel Victoria, Freiburg*

“The summary of every single detail leads to the success. The full amount of services covers all relevant areas which a single hotel is not able to realize but guarantee the success of our hotel. The big benefit of Best Western: Together we represent ourselves as a strong hotel brand, still keep our individuality and can enjoy and fulfill our role as hosts.”

1 Worldwide known hotel brand in the hands of hoteliers

- One of the world's largest hotel organization
- High brand awareness of business and leisure travellers
- All hotels are individually owned and operated
- Participation in decision-making by vote for hotels

2 Individuality and variety under one brand roof

- Full brands with uniform quality and design standards
- Collections with sales and marketing solutions for independent hotels
- Innovative concepts for hotel operators, developers and investors

3 Marketing, distribution and sales

- Marketing and sales for all customer segments
- Key account management
- CRM-measures based on own customer data
- Call-Center
- Negotiations with key accounts worldwide, management of RFP process for hotels

4 Electronic distribution with a high range

- Our own Central Reservation System (CRS)
- Two-way-interface to selected Property Management Systems (PMS)
- Connection to all relevant online portals and Global Distribution Systems (GDS) of the travel industry
- Successful e-commerce platform
- Free content management system for an individual website design
- Social media marketing
- Decreasing the distribution costs by strengthening own direct channels
- Individual revenue management for each hotel
- Attractive commissions and booking conditions at Online Travel Agencies (OTAs)

5 Global and national partnerships

- Global partnerships with all important consortia's
- Strategic, global e-commerce partnerships
- Cooperation with more than 30 airlines, car rental companies and retail

6 Successful customer loyalty program

- Reward program with more than 57 million members
- Target group specific customer communication
- Internationally recognized and award-winning program

7 Communication and public relations

- Public relations for the brand and every single hotel
- Media cooperation
- In-house advertising company and Print-on-Demand (POD)

8 Quality Management

- Uniform quality standards worldwide, annual check
- Individual analysis, consultancy and support
- Active reputation management
- Optimization of service quality

9 Education and know-how-transfer

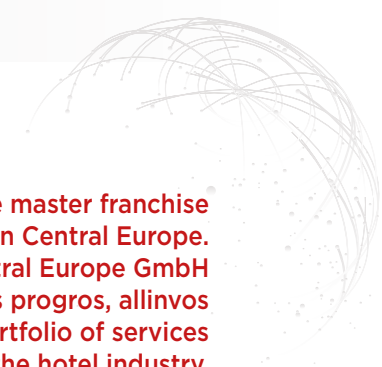
- Academy with online and classroom trainings
- Comprehensive e-learning program
- Individual consultancy by specialized departments in our service center

10 1000 Possibilities. One Company.

- Extensive service portfolio of DEHAG Hospitality Group AG
- Reduction of cost and optimization of processes with services such as purchasing management and digital creditor management
- Tailored consulting and management services

1000 Possibilities. One Company.

DEHAG Hospitality Group AG



DEHAG Hospitality Group AG is the master franchise holder for all BWH Brands in Central Europe. With its affiliate BWH Hotels Central Europe GmbH and the additional affiliated branches progros, allinvos and unitels DEHAG offers a unique portfolio of services for the hotel industry.

progros GmbH

The focus of progros and its four areas of expertise is to save costs and optimize processes in the area of purchasing.

- **Purchasing – consolidated and with better purchasing conditions:** The purchasing pool of progros bundles the purchasing volume of 900 hotels and hotel chains in many European countries and offers direct access to exclusive conditions of a large selection of certified suppliers. By bundling this volume hotels reduce their spending and efforts quickly and easily.
- **Web:Tools – Creditor management and ordering, 100% online:** progros offers modern technologies and electronic solutions for automation of the entire procurement, ordering and accounting processes. A procure-to-pay process that is completely electronic and revision proof.
- **Project – New construction and renovation, efficient one-stop solution:** progros handles the entire procurement organization and process of Operating Supplies and Equipment (OS&E) and Furniture, Fixtures & Equipment (FF&E) of new hotel projects or refurbishments including investment budgeting, coordination of suppliers, documentation and billing. Completely individually and tailored to the needs of hotels and investors.
- **Consulting – Strategic consulting** of all relevant departments including analysis of prices, suppliers and processes - for a sustainable improvement of purchasing costs and processes.

allinvos GmbH

The goal of allinvos is to digitally optimize and speed up the invoice workflow and creditor management - multi-client capable, multilingual and available throughout Europe.

- **Fully automated,** centralized capturing of all incoming invoices (all formats)
- **Complete invoicing workflow online** – (BPaaS – Business Process as a Service) from review to payment runs
- **Online-archive** of all incoming invoices
- **Interfaces** to all common financial account systems

unitels consulting GmbH

unitels consulting supports and advises hotels with tailored solutions in financial, marketing and operational questions:

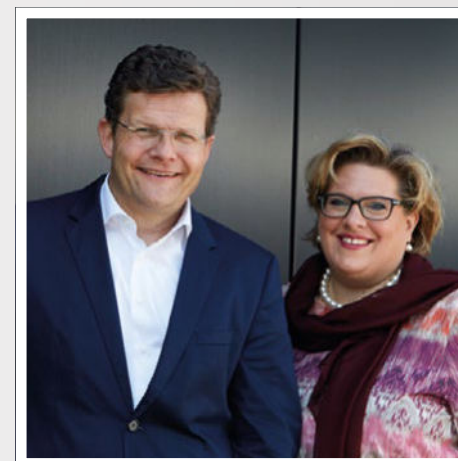
- **Custom-tailored analysis and consulting:** comprehensive operational analysis, potential evaluation and the budgeting process,
- **hotel specific accounting service:** comprehensive service portfolio including processing of business transactions, payment and dunning processes as well as preparation for the annual financial statements
- **Management and operational business:** Upon request of the customer (owner) unitels takes over the entire operational and commercial management of the hotel

BWH Hotels – a good decision

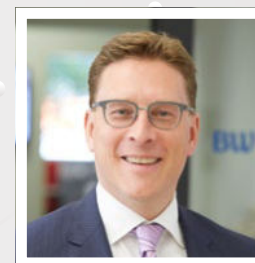
The brand recognition of one of the world's largest hotel brands in combination with the active participation of the affiliated hotels when strategic decisions have to be made as well as the comprehensive services and the technical know-how of the service center are the USPs of BWH Hotels Central Europe. The satisfaction of your guests and clients as well as the increase and the securing of the economic success of your hotel are the stated goals of our hotel organization. To reach these goals "hand in hand" is the effort of the hotel community and service center.

If you also wish to benefit from this partnership, please get in touch with us. The Hotel Development team will be available for any questions.

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BWHSM | Hotels

Would you like to know more about the
service portfolio of BWH Hotels?
Perhaps you are interested in a partnership
with one of the largest hotel organizations in the world?

Then get in touch with us:

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