

# Best Western Central Europe: Hospitality in The Heart of Europe

Veritable diversification, real individuality and stringent marketing strategies for 9 countries, more than 10 languages and over 70 hotels - with a genuine sense of locality.

Why is Best Western winning hands down on most hotel brands and chains when it comes to true local identity? Well, it's a concept of compelling logic, being composed of more than just simple marketing strategies: Be good, be local and don't fake it.

## The Knack of Putting People at Their Ease

Travelling is all about emotions. Only a minor part of people is comfortable in the anonymous uniformity of hotel chains. The vast majority, however, demands adequate quality, intimately connected with true local authenticity. Blended well with individuality and kindness these memorable experiences will ensnare customers to feel special - and to spend hard earned money on their stays.



## Marketing Is Meant to Listen

Emotion and anticipation have to be carefully addressed when boosting a brand's reputation and pooling successful efforts in local markets - even more, as all strategies are closely observed by so-called "prosumers" (consumers teaming up on web2.0-based platforms to share experiences, expertise and expectations).

Consequently local marketeers have to listen to their source and target markets more attentively than ever, responding via strategies sensibly adjusted to local paradigms that global marketeers and corporations do not have access to.

### **Global Leveling Is Only Half Way There...**

Everybody is talking about standardising and niche marketing. So how do international hotel chains act? Typically localisation tends to be restricted to adaptations of corporate wording, local cuisine and the occasional "authentic package". After all it's about having the same brand of beds all over the world, isn't it? By the way the world's largest fast food chain probably does the best in standardising. But is it just about burgers?

No, it really is about feeling "at home", whether it's beds or burgers. Therefore that burger chain strongly relies on local franchisers, local food where appropriate, local cooperations, all of it singing the corporate chorus coloured with local timbre and local stories.

### **Best Western International - Stories Best Told**

Remember, travelling is about great experiences for business people and holidaying families. So it is one-on-one hospitality, individual stories and unique settings, not just standardised beds, what pushes a successful hotel brand like Best Western.



To understand Best Western's distinctive approach to individuality it is best to outline the unique concept of its business model. Founded in 1946, Best Western grew to a worldwide non-profit "association of associations" by supporting independently owned and operated member hotels.

Best Western Hotels and their premium line of "Best Western Premier Hotels" can tell a wealth of stories rooted in their cultural and scenic settings and their outstanding ambiance: All are shaped strongly and individually by their owners.



These genuine hoteliers feel like personal hosts providing their guests with three key benefits: Reliably high quality, kind and sincere hospitality and memorable experiences. This is what Best Western marketing strategies focus on.

### **Best Western Central Europe - From Austria with Love**

Best Western Central Europe - part of THE WORLD'S LARGEST HOTEL CHAIN® (over 4.000 hotels in more than 80 countries worldwide and hosting 400,000 worldwide guests each night) - represents a truly global player perfectly adapted to local markets and demands.

Providing over 70 hotels in Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia with marketing and booking services, Best Western Central Europe concentrates on bringing out the best in individual ideas, hotels, personnel, assets and surroundings.



The key to Best Western Central Europe's marketing and development is always to rely on local people with business relationships and market familiarity. All of them feel strongly connected to their surroundings which provide contacts, assets, charm and individual ambience as unique selling propositions.

Best Western Central Europe's employees communicate as native speakers with at least 80% of their member hoteliers and staff. Supporting them in perfectly servicing their customers also involves training, empowerment and awareness to local assets.

Because as a family of hoteliers and professionals, Best Western Central Europe has understood that only people with a heart for hospitality can offer hospitality with a heart.

## **German chain hotels outperform Europe in 2008**

The chain hotel market in Germany had one of the better performances in Europe, finishing 2008 with a 1.8% increase in Revenue per Available Room. MKG Hospitality's market monitoring database, Hotel CompSet, reported that the Average Daily Rate in Germany rose by 3.9% compared to 2007, whilst Occupancy Rate saw a slight reduction of 1.3 percentage points.

It was no surprise that budget and midscale chain hotels were the most successful in 2008, both categories enjoying a 3.1% increase in Revenue per Available Room. This was fuelled by a 6.2% increase in Average Daily Rate for Budget hotels and a 5.5% increase for Midscale chain hotels. The Upscale segment saw their Occupancy Rate weaken in all categories, but managed a slight increase of 0.9% in Revenue per Available Room. Cities such as Essen and Dusseldorf boosted German performance with their high Revenue per Available Room growths of 18.7% and 16.3% respectively, which was partially assisted by those cities hosting trade fairs.

Date: 2009-03-30

Article link:

<https://www.tourism-review.com/travel-tourism-magazine-best-western-central-europe-hospitality-in-the-heart-of-europe-article810>