Best Western® Hotels & Resorts Outlines Vision for the Future at 2019 Asia Members Meeting





Best Western Hotels & Resorts is celebrating the successful conclusion of its 2019 Asia Members Meeting, which gathered delegates from all across Asia in Vietnam's Phu Quoc Island for a full day of immersive meetings, discussions and networking opportunities.

The theme of this year's event, "Rolling Out A New Era", provided an excellent opportunity for the company to update its Asian members on its exciting expansion plans and vision for the future. This is especially important now, following Best Western Hotels & Resorts' recent acquisition of WorldHotels® Collection, which helped to boost the company's portfolio to 17 brands, ranging from economy to luxury.

The 2019 Asia Members Meeting was hosted at Best Western Premier Sonasea Phu Quoc, the new upscale beachfront resort, recently. A packed day of meetings, discussions and knowledge-sharing sessions included addresses by Ron Pohl, Best Western Hotels & Resorts' Chief Operations Officer, and Olivier Berrivin, Managing Director of International Operations – Asia. Cyrill Czerwonka, Regional Director of Business Development – Asia, provided an update on the company's regional growth.

The conference also featured updates on the group's sales and marketing strategy, revenue management, quality assurance, Medallia guest satisfaction surveys, Best Western Rewards® loyalty program, and BW University online training. Fenady Uriarte, STR's Business Development Manager for Southeast Asia, then updated attendees on the latest key performance trends in the hotel industry.

The 2019 Asia Members Meeting concluded with the stylish Best Western Award Ceremony and Gala Dinner, which was hosted in the exotic surroundings of the resort's Oasis poolside terrace.

“We were delighted to welcome our esteemed colleagues and partners to the golden shores of Phu Quoc for our Asia Members Meeting. This is an extremely exciting time for Best Western Hotels & Resorts, as we continue ‘Rolling Out A New Era’ in Asia. Through our immersive full-day program, which included insightful speeches, in-depth discussions and extensive networking opportunities, we are confident that this conference will help to drive our business forward. We were also thrilled to celebrate the company’s top performers at the Best Western Award Ceremony,” said Olivier Berrivin.

“As we approach 2020, Best Western Hotels & Resorts is embarking on a bright new era in Asia – and worldwide. In recent years we have undertaken a progressive expansion of our brand collection, launching many innovative new concepts. Our acquisition of the WorldHotels means we can now meet the needs of developers and guests every sector the market, and in any location. With 17 distinct brands to choose from, Best Western Hotels & Resorts is set to undertake a period of historic growth. Entering a new decade, we look forward to building stronger relationships and creating even more exceptional guest experiences,” added Olivier.

Asia is now home to home to seven of Best Western’s industry-leading brands – Best Western®, Best Western Plus®, Best Western Premier®, Vīb®, BW Premier Collection® and BW Signature Collection® and SureStay Plus® – with many more set to follow in the coming years.