

Best Western Hotels Deutschland GmbH in Travel and Tourism (Germany)

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Abstracts

Best Western Hotels Deutschland GmbH will continue to employ the strategies used in recent years, which have proven to be successful: a continued, careful expansion with new hotels in promising locations, as well as an on-going focus on costs, especially regarding marketing and sales. Since the cooperation with hotel portals and other third-party suppliers is closely connected with high costs, Best Western will continue to try and improve its own sales channels, including its internet and...

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