



BWH Hotel Group Appoints National Sales Manager, Jeanelle Witton-Smith

BWH Hotel Group has appointed Jeanelle Witton-Smith to the role of National Sales Manager, with responsibility for managing national Travel Management Company (TMC) relationships, national corporate accounts key partnerships and regional and local sales programs.

A highly motivated business development and account management professional, Witton-Smith previously held roles with CTM and HRG before joining BWH Hotel Group.

Managing Director of BWH Hotel Group for Australasia Graham Perry is delighted to welcome Witton-Smith to the Group.

“We’re very excited to bring someone of Jeanelle’s calibre onto the team,” says Perry. “With her extensive travel experience and wealth of expertise, we know that Jeanelle will be a real asset to the business.”

“Pleasingly, it feels like we have turned a corner and are seeing green shoots, with Best Western Plus Bolton on the Park joining the brand earlier this week and now our new National Sales Manager, Jeanelle Witton-Smith joining the team. We are feeling a very positive forward momentum taking place.”

Witton-Smith is equally delighted by the opportunity.

“I am thrilled to join BWH Hotel Group and look forward to working with such a diverse group of talented professionals, especially as we continue to expand our footprint and focus on recovery and growth across the region,” says Witton-Smith.

“It has been unprecedented times and I am committed to supporting all our partners across industry streams, to ensure long term success.”



Photo caption: Jeanelle Witton-Smith

About Best Western® Hotels & Resorts and BWH Hotel Group:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel GroupSM global network. With 16 brands and approximately 4,700 hotels in over 100 countries and territories worldwide*, BWH Hotel Group suits the needs of developers and guests in every market. Brands include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, GLÖ®, Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection®. Through recent acquisition, WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands are

also offered. Completing the portfolio is SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM franchises**. For more information visit www.bestwestern.com.

** Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

***All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated.*

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For further information:

Andrea Plawutsky +61 419 970 984 andrea@amplifyme.com.au