

Best Western Builds Its Business on Progress Sitefinity

AT A GLANCE



When Best Western GB needed a fresh brand and backbone for its Digital Experience Platform, it chose Progress® Sitefinity®.

COMPANY
Best Western GB

INDUSTRY
Travel & Tourism

PRODUCT
Progress Sitefinity

COUNTRY
United Kingdom

Challenge

Best Western GB needed a website refresh to better reflect its modern brand and centralize its complex business operations on one application.

Having a CMS that can handle complex integrations seamlessly and perfectly whilst giving me and my team the ability to make changes on the fly is a tremendous benefit.”

Chris Bowling,
Senior Digital Manager, Best Western Hotels GB

Solution



Refreshed and modernized its brand



Leveraged Sitefinity Module Builder and MVC to update functionality



Built a complex Digital Experience Platform on top of the Sitefinity platform

Results



Boosted sales conversions 30%



Simplified management and gained business agility



Integrated with a complex network of third-party applications




Progress Sitefinity combines powerful extensibility, framework compatibility and an intuitive UX in one elegant package.

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