

Best Western is No. 1 in Germany

Best Western continues being - in terms of number of hotels and rooms - the largest hotel brand in Germany, according to the ranking Germany's biggest hotel brands. The ranking was published by the hotel consulting organisation PKF hotelexperts Munich, Germany, in July. Best Western Hotels are ranked first with 195 hotels and 18,136 rooms (as at April 2016), 2nd place is Mercure (106 hotels), and Ibis is at no. 3 (87 hotels).

Eschborn (Germany), July 22nd, 2016. Best Western continues being Germany's largest hotel brand: According to the ranking „Germany's biggest hotel brands“ by PKF Hotelexperts Munich, published in the German magazine Cost & Logis, Best Western Hotels are ranked first – in terms of number of hotels (195) and rooms (18,136 – as at April 2016). Second is Mercure (106 hotels and 14,685 rooms), third is Ibis (87 hotels, 11,667 rooms).

The ranking "Germany's biggest hotel brands " is carried out by PKF annually. Almost half (46.1 percent) of the brands covered by the PKF analysis are in the mid-class segment, 25.2 percent comes from the first-class segment. Together, 115 brands representing 1,760 hotels and 257,000 rooms were analyzed.

PKF Hotelexperts is an internationally recognised market leader in the field of hotel, tourism and leisure consulting. With more than 200 member firms in 400 locations in over 100 countries, PKF is represented throughout the world. Founded in 1869, PKF was (in 1927) the first company offering specialised consulting services for the hospitality industry and providing relevant financial surveys as well as benchmarking services. More information: www.pkfhotels.com

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About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, EXECUTIVE RESIDENCY®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All

hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 27 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

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