

## Best Western Is Top In Customer Trust

**In the first major customer trust ranking by Deutschland-Test and Focus Money, Best Western in Germany has been awarded the "Highest Customer Trust" seal of approval as the industry winner in the category "Hotels". The study, which is based on 5.4 million customer comments on 1,500 brands from 100 sectors, presents companies and brands in Germany with the highest customer trust.**

**Eschborn/Germany, November 29<sup>th</sup>, 2017.** Customers place their trust in the Best Western hotels when it comes to quality and service: with this result, the hotel brand in Germany achieved the industry's victory in the "Hotels" category in the customer confidence survey conducted for the first time by the magazine Focus Money and Deutschland-Test, and was awarded the quality seal "Highest Customer Trust". A score of 100 points gives Best Western first place in the ranking of the most trustworthy brands and companies in Germany - ahead of Le Méridien (2nd), InterContinental (3rd), B&B Hotels (4th) and Sheraton (5th).

The study on customer confidence in brands and companies in Germany was published by the magazine Focus in November. Together with the consulting agency Faktenkontor, Hamburg, and Deutschland-Test, Focus Money carried out the survey for the first time this year. The study about customer trust observes social media contributions to more than 1,500 brands from over 100 industries. Between July 2016 and June 2017, 5.4 million entries were evaluated and assigned to the categories of seriousness, recommendation, trust and quality. The calculation of the score for each category was done on a scale from 0 to 100 points. Best Western Hotels & Resorts receives the quality seal of Deutschland-Test and Focus Money as well as the award "Highest Customer Trust" with a maximum score of 100 points in the ranking in the category "Hotels".

"The industry victory in the ranking is a great result for our brand and above all for our hotels," says Marcus Smola, CEO of Best Western Hotels Central Europe based in Eschborn, Germany. "Trusting a brand or company is hard work and has to mature over years. The confidence of our guests in the Best Western hotels, our quality and services is the greatest reward for our daily work. I would therefore like to express my sincere thanks and praise to our hoteliers and their teams for their daily performance, their passion for service and their commitment to the job."

### **Overview: Study „Customer Trust“ of Deutschland-Test and Focus Money, Category „Hotels“**

<b>Companies / Brand</b>	<b>Score</b>
Best Western	100.0
Le Méridien	93.7
InterContinental	93.5
B&B Hotels	93.0
Sheraton	87.4
Radisson	82.0
Ibis	77.2
Accor	76.1
Steigenberger	75.5

Novotel	72.8
Hyatt	72.3
Crowne Plaza	71.0
Mercure	70.5

Source: Deutschland-Test and Focus Money, published in Focus (18th November 2017)

**The following press picture is available for download:**

*In the first major customer trust ranking by Deutschland-Test and Focus Money, Best Western has been awarded the "Highest Customer Trust" seal of approval as the industry winner in the category "Hotels". Picture: Marcus Smola, CEO Best Western Hotels Central Europe GmbH*

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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 approximately 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 is a regional office in Vienna, Austria. 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 34 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](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)*

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