

Best Western Wins Award for Sustainable Commitment

Best Western has been awarded the "Very Strong" seal in a ranking for sustainable commitment from Focus Money and ServiceValue. The study based on around half a million customer comments on more than 1,500 companies and brands from over 120 branches.

Eschborn (Germany), 18 March 2019. Best Western Hotels convince customers with sustainable commitment: In the current study by Deutschland Test, the magazine Focus Money and ServiceValue, the hotel brand achieved second place in the category "Hotels – Middle Class" and thus received the rating "Sustainable commitment: very strong". With an average score of 2.463 points, the hotel group can claim the second rank after H-Hotels, ahead of Mercure, IntercityHotels and NH Hotels in Germany.

The customer perception study on the sustainable commitment of individual companies and brands was published by the business magazine Focus in March. The online survey was conducted in cooperation with Deutschland Test, Focus Money and ServiceValue. A total of 495,593 customers were surveyed about 1,591 providers from 128 different industries. Each participant received a selection of the companies and brands to evaluate the extent to which they were perceived as sustainably committed over the past twelve months. With the help of a scale from "applies" (1) to "does not apply" (4), the values based on the ranking were determined. For the result, the mean value of the customer votes was calculated for each company, with a value of 1 reflecting a convincing sustainable commitment, while a value of 4 shows that customers are dissatisfied with the sustainable commitment of the company or brand. The ranking is based on the calculated mean values of the individual companies and is broken down by sector.

Further information on the study "Sustainable Engagement 2019" can be found online at the following link (in German):

<http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/nachhaltiges-engagement/>

From the E-Smart to the Energy Self-Supplier

Numerous Best Western hotels are actively committed to sustainable strategies for a greener region. The commitment ranges from the chicken hotel at the Baltic Sea to bee colonies on the hotel roof, from the "zero-emission hotel" in Freiburg to the energy self-supplier in the Black Forest. Besides already more than 50 Best Western hotels in Germany provide charging stations for electric and hybrid cars.

Overview: Study about sustainable commitment 2019 by Focus Money and ServiceValue, category "Hotels – Middle Class"

Offerer	Mean Value	Award
H-Hotels	2,430	Sustainable Commitment: No. 1
Best Western	2,463	Sustainable Commitment: Very strong
Mercure	2,472	Sustainable Commitment: Very strong

IntercityHotel	2,495	Sustainable Commitment: Strong
NH Hotels	2,520	Sustainable Commitment: Strong

Source: <http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/nachhaltiges-engagement/ranking/hotels-mittelklasse/> (Published in Focus on March 16, 2019)

The following press pictures are available for download:

Energy self-supplier: The Best Western Hotel Hofgut Sternen in Breitenau (Black Forest, Germany) supplies itself with energy thanks to the hotel's own power plant, and relies on a successful interaction of sustainable resources.

„Green Hotel“: The Best Western Premier Hotel Victoria in Freiburg (Germany) is considered a sustainable pioneer of the hotel group and is known for its excellent environmental management.

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www.bestwestern.de/presse

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,500 hotels in nearly 100 countries and territories worldwide. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , AidenSM, SadieSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises**. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities.*

Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, 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 at the same time retain their individual style and their entrepreneurial independence.

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 37 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

* 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. In Europe all hotels of SureStay are branded as Sure Hotels.*

For further information please contact:

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