

07/24/2019

BEST WESTERN PREMIER® #1 IN GUEST SATISFACTION AMONG UPSCALE HOTEL CHAINS

Best Western® Hotels & Resorts Leads Upscale Segment in J.D. Power 2019 North America Hotel Guest Satisfaction Study

PHOENIX, Arizona (July 24, 2019) – Best Western Hotels & Resorts (BWHR) celebrates its continued dedication to guest satisfaction, announcing today that Best Western Premier has been named #1 in the upscale segment in the J.D. Power 2019 North America Hotel Guest Satisfaction Study.

“We are honored to be recognized for guest satisfaction by J.D. Power, and I am particularly proud that Best Western Premier is the highest ranked in the upscale segment,” said David Kong, President and Chief Executive Officer for Best Western Hotels & Resorts. “Through our journey of transformation we have placed significant importance on the guest experience, and I am pleased to see this commitment reflected in our brands. As we have expanded our portfolio to offer options from economy to luxury, we will continue to make customer care a top priority.”

Best Western Premier is one of BWHR’s most exclusive offerings, which brings a notably refined and elegant travel experience to today’s discerning travelers. The upscale brand was introduced in North America in 2011 as part of the company’s descriptor program after 8 years of success in Europe and Asia. Today, Best Western Premier hotels are setting a higher standard for travelers with stylish designs, attention to detail and personalized service.

“Best Western Premier truly exemplifies what today’s Best Western has to offer travelers and developers,” said Ron Pohl, Senior Vice President and Chief Operations Officer of Best Western Hotels & Resorts. “Beyond the exceptional offerings and remarkable growth, it is the commitment of our hotel owners who are driving the success of Best Western Premier as an industry leading brand.”

The brand has experienced tremendous growth boasting 126 active properties globally and an additional 53 in the global pipeline. The North American footprint continues to grow significantly with 41 active and 34 pipeline hotels in the region. Located in highly desirable travel destinations, Best Western Premier hotels can be found in cities such as New York, NY; Paris, France; Miami, FL; Barcelona, Spain; Calgary, Alberta; Rio De Janeiro, Brazil; Bangkok, Thailand and at the Grand Canyon, AZ. With the number of hotels set to double in the next few years, the brand shows no signs of slowing down and continues to deliver exceptional guest service.

Best Western Premier is an example of BWHR’s commitment to listening to guest feedback and using it to steer and implement change across each of its brands. In doing so, BWHR has driven improvements across all properties in areas like cleanliness of rooms, a caring staff attitude and working order of room amenities. BWHR continues to celebrate the valued guests who have been with the brand throughout its evolution, and will continue solidifying its position as a go-to travel solution for guests across all segments.

For more information on Best Western Hotels & Resorts, please visit www.bestwestern.com. For J.D. Power

2019 award information visit www.jdpower.com/awards.

The following press picture is available for download:

Best Western® Hotels & Resorts Leads Upscale Segment in J.D. Power 2019 North America Hotel Guest Satisfaction Study

Download PRESS RELEASES and PRESS IMAGES:

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 approximately 4,500 hotels in nearly 100 countries and territories worldwide*. 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®, VÅ«b®, GL , AidenSM, SadieSM, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition, 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. Best Western continues to set industry records regarding awards and accolades, including 66 percent of the brand's North American hotels earning a TripAdvisor® Certificate of Excellence award in 2018, Business Travel News® ranking Best Western Plus and Best Western number one in upper-midscale and midscale hotel brands respectively for two consecutive years, and Fast Company honoring Best Western Hotels & Resorts with a spot in the Top 10 Most Innovative Companies in the Augmented Reality/Virtual Reality category. Best Western has also won 10 consecutive AAA®/CAA® Lodging Partner of the Year awards, recognizing the brand's commitment to providing exceptional service and great value to AAA/CAA's nearly 60 million members in the U.S. and Canada. Best Western-branded hotels were top ranked in breakfast (food and beverage category) by J.D. Power's 2018 North America Hotel Guest Satisfaction Index Study – ranking first for midscale; and second for upper midscale. Nearly 40 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-branded hotel worldwide. Best Western's partnerships with AAA/CAA and Google® Street View provide travelers with exciting ways to interact with the brand. Through its partnership with Google Street View, Best Western is the first major company of its size and scale to launch a virtual reality experience for customers, setting a new industry standard and reinventing how guests view hotels.

* 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.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, South America, Asia Pacific and Europe. For J.D. Power 2019 award information visit www.jdpower.com/awards

For further information please contact:

Best Western Hotels Central Europe GmbH

Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxemburg | Slovakia | Slovenia | Switzerland

Anke Cimbal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel: +49 (0) 6196 - 47 24 301, Fax: -129

Mail: anke.cimbal@bestwestern.de

Websites www.bestwestern.de, www.bestwestern.de/presse