

Award: Best Western Hotels Among Best Employers in Germany

With its brand Best Western Hotels & Resorts, BWH Hotel Group ranks as one of the best employers in Germany. This is the result of the latest survey "Germany's Best Employers 2020" of German news magazine STERN in cooperation with the statistics web portal Statista. 45,000 employees have made 1,3 million statements regarding 2,500 companies. Best Western Hotels & Resorts achieved the 8th place in the category Gastronomy, Leisure, Hotels and Tourism. Among all ranked hotel brands, they have achieved the third place.

Eschborn, January 17th, 2020. Top position in employer branding – popular not only among guests but also among employees: BWH Hotel Group is one of the best employers with its brand Best Western Hotels & Resorts in Germany. This is the result of the latest survey "Germany's Best Employers 2020", conducted by the German news magazine STERN in cooperation with the independent market research institute Statista. The results were published in the issue from January 16th, 2020 of STERN. Best Western Hotels & Resorts has been operated under the umbrella brand BWH Hotel Group Central Europe since last December. The brand achieved the top 3 position in the ranking of Germany's best employers among hotel brands. This puts Best Western Hotels & Resorts directly behind Kempinski and Marriot Germany. Furthermore, the brand achieved the 8th place in the category "Gastronomy, Leisure, Hotels and Tourism". In total, BWH Hotel Group with its brand Best Western Hotels & Resorts ranks place 88 of the 500 best employers in Germany.

For the survey, 45,000 employees made 1,3 million statements regarding 2,500 companies. The ranking includes a total of the best 500 employers; they fulfilled the minimum criteria and achieved a high score. "Criteria such as working climate, company culture or working conditions have a strong influence on the choice of an employer. We are therefore very pleased that we were able to achieve such a top position in our industry as a group of individually managed hotels," says Marcus Smola, CEO of BWH Hotel Group Central Europe based in Eschborn, Germany.

The following press picture is available for download:

Hoteliers are excited: According to the results of the survey "Germany's Best Employers 2020" by STERN and Statista, Best Western Hotels & Resorts are ranked 8th in the category "Gastronomy, Leisure, Hotels and Tourism" and achieve a top 3 ranking among the hotel brands in Germany.

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About BWH Hotel Group®:

*The BWH Hotel Group® is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide. * BWH Hotel Group offers a total of 17 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive.*

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*SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio complete the group's brand portfolio. ** BWH Hotel Group offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels RewardsSM with more than 40 million members.*

BWH Hotel Group Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: www.bwhhotelgroup.de, 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, SureStay Hotels are managed with the brand Sure Hotels.*

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