

Best Western is a Winner: Excellent in Email Marketing

Best Western is excellent in email marketing: In the current study of the German Dialog Marketing Association and the management consultancy absolut, which examined the e-mail communication of German companies, Best Western is awarded as winner in the "Hotel" category.

Eschborn (Germany), February 6, 2020. Best Western does excellent email marketing: This is confirmed by a current study of the German Dialog Marketing Association (Deutscher Dialogmarketing Verband DDV), which was conducted together with the German management consultancy absolut. In the ranking "Email Communication of German Companies", which examined a total of 5,037 companies from nine industries in Germany, Best Western is a winner and was ranked first out of 42 companies in the "Hotel" category. In the "tourism" sector, the brand is ranked 9th out of 284 companies analyzed. A total of seven criteria relating to the companies' e-mail marketing were examined: Dialogue, technology, security, new customers, automation, law and design. In all of them, Best Western achieved above-average ratings and therefore achieved 90 percent of the maximum total score. In Germany, Best Western - and thus the responsible BWH Hotel Group Central Europe GmbH with headquarters in Eschborn - operates active email marketing for various target groups in two languages and ten European countries: Germany, Croatia, Liechtenstein, Luxembourg, Austria, Switzerland, Slovakia, Slovenia, the Czech Republic and Hungary.

According to its own statements, the study "Email Marketing" analyzes the newsletter and email activities of the top 5,000 companies from nine sectors in the German-speaking regions. A total of up to 150 criteria from the seven subject areas of dialogue, technology, security, new customers, automation, law and design were collected, including, among others, the registration process, double opt-in email and welcome email as well as the design and mobile optimization of the newsletter.

Download PRESS RELEASES and PRESS IMAGES:
www.bestwestern.de/presse

About BWH Hotel GroupSM:

*The BWH Hotel GroupSM 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 18 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®, VÅ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay StudioSM complete the group's brand portfolio. ** BWH Hotel GroupSM 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 GroupSM 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.*

Further information and press contact:

BWH Hotel Group Central Europe GmbH

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

Anke Cimal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel. +49 (61 96) 47 24 -301

E-Mail: presse@bwhhotelgroup.de

Internet: www.bestwestern.de www.bwhhotelgroup.de