

Best Western Hotels Awarded Price Champions in Germany

Best Western Hotels have been chosen as "Price Champion 2020" by customers and have been ranked among the top 3 in the category of midscale hotels in Germany. This is the result of a survey conducted by ServiceValue and the leading German newspaper DIE WELT. More than 2,700 brands and companies from over 250 industries were put to the test in this customer ranking.

Eschborn, Germany, April 29, 2020. Best Western Hotels are "Price Champion 2020" according to nearly one million customers who have taken part in a recent study by the company ServiceValue GmbH, Cologne, and the leading German newspaper DIE WELT. The results were published on April 23rd and the hotel group ranked second place in the category "Hotels – midscale" and received an overall gold rank. The basis of the broadly-based customer survey is a total of around 950,000 customer assessments of 2,719 companies in 257 different sectors. "We are excited and thankful for being awarded such a high rank in this nationwide study. This confirms our strategies and efforts to offer our guests a consistent price-performance ratio and reliable services", says Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH based in Eschborn, Germany. The hotel group unites a total of around 300 hotels in the ten countries Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

The study used the "Price Structuring Score" (PSS) which reflects the general price experience of customers. The best 200 companies and brands from all companies surveyed received a gold rank across all sectors. The results were first published on April 23rd, 2020, in the daily newspaper Die WELT and at www.preis-champions.de.

Ranking: Hotels – Midscale

HOTELBRAND	SCORE
H-Hotels	63.1%
Best Western	60.6%
Holiday Inn	58.6%
NH Hotels	54.2%
IntercityHotel	53.8%
Leonardo Hotels	53.6%
Novotel	52.3%
Dorint	50.9%
Mercure	50.5%
Park Inn	<47.0%

Source: ServiceValue GmbH,

<http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/preis-champions-deutschland/ranking/ranking-hotels-mittelklasse-9/>

The following press picture is available for download:

Caption: Best Western Hotels have been awarded "Price Champion 2020" and have been ranked among the top 3 in the category of midscale hotels in Germany. Picture: Best Western Plus Residenz Hotel, Lüneburg.

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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®, VÄ«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.

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