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Ranking: Best Western Leading in Web and Social Media

Responsive website, newsletter marketing, social media activities - Best Western knows how to be successful in internet presence and online marketing: The study "Benchmarks of Internet Use 2020" awards the group's strategies a top position in the current ranking in Germany, Austria and Switzerland.

Eschborn/Germany, June 25, 2020. Best Western knows how to do online marketing and has success with its web and social media activities: This is confirmed by the current study "Benchmarks of Internet Use 2020", which the Association of the Internet Industry in Cologne, Germany, conducted together with the consulting firm absolit Dr. Schwarz Consulting, Waghäusel. In total, the online activities and internet presences of 5,036 companies in Germany, Austria and Switzerland were analyzed. Best Western ranked top within the best companies in the "Hotel" category. The group of independent hotels achieved a total of 93.7 percent of the maximum score, while the industry average is 79 percent. On the basis of 18 criteria, among other things, the visibility in search engines as well as loading time of the website or its mobile app were examined. In addition, the companies' social media channels were checked and the extent to which paid advertisements were booked. In addition, it was assessed how secure the examined companies are from cyber attacks and how secure login processes and newsletter registration options are.

Results of the study are available in a short version (in German) online here: www.absolit.de/internetstudie.

Responsive, informative and interactive: Online presence Best Western

The BWH Hotel Group Central Europe, headquartered in Eschborn, Germany, manages a total of around 300 hotels and 18 hotel brands, including the Best Western Brands, in the ten countries Austria, Czech Republic, Croatia, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia, and Switzerland. Digitization and online marketing have been a top priority for the company for many years. Thus the entire internet presence at www.bestwestern.de/.at/.ch is responsively designed: Navigation, pictures and texts always adapt automatically on all end devices and are thus clearly and optimally represented. In the course of the Corona crisis, important information for guests have been adapted: "We meet the information and security needs of our guests, which have risen sharply in the current Corona crisis, by providing comprehensive information on our websites. They are adapted to regional guidelines and individual situations down to the individual hotel. This is a decisive advantage, as the information on the pages of major booking platforms is often only standardized," explains Carmen Dücker, CEO of BWH Hotel Group Central Europe. There is, among others, a protected login and information area for participants in Best Western Rewards, the worldwide customer loyalty program with over 40 million members. The newsletter management is tailored to different target groups such as Rewards members, leisure or group travelers as well as business and events. The BWH Hotel Group Central Europe also has more than 90,000 fans on Facebook with its Best Western brand and others on Twitter, Instagram, Pinterest, Xing, LinkedIn and YouTube. The regular social media activities include travel tips, competitions and current special information on hygiene and safety standards in the group's hotels. All innovations and projects in the online area are always in line with the long-term strategy of BWH Hotel Group Central Europe to consistently strengthen sales via its own channels.

The following press picture is available for download:

Caption: The current study "Benchmarks of Internet Use 2020" awards the group's strategies on web and social media a top position in the current ranking.

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About BWH Hotel Group^{SM}:

The BWH Hotel Group^{SM} 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 Studio^{SM} complete the group's brand portfolio.** BWH Hotel Group^{SM} 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 Rewards^{SM} with more than 40 million members.*

BWH Hotel Group^{SM} 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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