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Over 2,000 Hotels of BWH Hotel Group Receive Travelers' Choice Award 2020

Honoured by guests and travelers from all over the world: Over 2,000 hotels of the BWH Hotel Group have been awarded the Travelers' Choice Award by Tripadvisor, making them one of the most popular ten percent of all hotels on the platform. Considering the Best Western brand, 2,037 Hotels worldwide have been honoured with the Travelers' Choice Award. The award is given to companies in the hospitality industry that received the best travel ratings on Tripadvisor from guests last year. In the countries and regions served by BWH Hotel Group Central Europe, a total of 100 Best Western hotels received the Travelers' Choice Award.

Eschborn / Phoenix, August 11, 2020. BWH Hotel Group has announced that over 2,000 of the group's hotels worldwide have been awarded the Travelers' Choice Award 2020 by the travel website Tripadvisor. Every year, the award honors accommodations, restaurants and attractions around the world that have consistently received outstanding reviews from travelers on Tripadvisor and continuously offer a high-quality customer experience. A total of more than 2,000 hotels of the BWH brand family received the award - including hotels of the Best Western Hotels & Resorts brand, hotels of the WorldHotels Collection and the SureStay Hotel Group. These are among the most popular ten percent of all hotels on Tripadvisor worldwide.

In addition, this year the number of Best Western hotels awarded breaks another record and the brand achieves its most impressive result ever. Of 2,037 Best Western hotels worldwide that received the Travelers' Choice Award, 1,211 are in North America, 1,067 of them in the USA and 144 in Canada. The total of 100 awards for Best Western Hotels in the countries served by the BWH Hotel Group are distributed as follows: In Germany, 82 Best Western hotels were awarded by users on the travel website, in Switzerland seven hotels, in Austria five hotels, in the Czech Republic three hotels, two in Croatia, and one each in Slovenia, Luxembourg and Hungary.

"We are very pleased that so many hotels of the BWH Hotel Group have received the Travelers' Choice Award this year, since this consumer-oriented award is recognized by travelers from all over the world. We are particularly proud of the fact that the certificates directly reflect the opinions of our guests, who appreciate our high-quality standards and our emotional service approach," says Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH.

The annual award winners are calculated on the basis of millions of ratings and opinions published on Tripadvisor by travelers from all over the world. The awards take into account the quality and quantity of the visitors' reviews as well as the ratings specific to each award category. The general hallmark of the winners is remarkable service and first-class travel experiences.

The following press pictures are available for download:

More than 2,000 hotels of the BWH Hotel Group have received the Travelers' Choice Award worldwide - including the Best Western loftstyle hotel Stuttgart-Zuffenhausen (left) and the Best Western Premier Castanea Resort Hotel in Adendorf near Lüneburg.

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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®, Vīb®, 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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