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Best Western Hotels Achieve High Ranks in Customer Satisfaction Again in Germany

Best Western Hotels in Germany have been recognized for their excellent customer service as well as for highest customer trust in two different studies. The hotel brand has ranked among the best companies in two studies of the German market research institute ServiceValue.

Eschborn, Germany, October 15, 2020. Best Western Hotels are highly trusted by their customers and offer excellent customer service – that has again been recognized by the latest editions of two annual studies by the market research institute ServiceValue, Cologne, in cooperation with two leading German business magazines.

In the recent study "*Kundenvertrauen*" ("Customer Trust") of the business magazine *WirtschaftsWoche* on the subject of customer trust, Best Western Hotels ranked second in the category of mid-scale hotel brands. This makes the Best Western brand, which unites around 200 individual hotels under one roof in Germany alone, one of this year's consumer favorites in the country.

The study *Service-Champions*, published in the German news magazine *Die Welt*, ranks brands with excellent customer service on a yearly basis. Best Western Hotels in Germany have again achieved a top rank along with the gold seal for their excellence in customer satisfaction.

"We are very proud that we have achieved such good ranks again in the two studies on customer satisfaction and trust. I am particularly pleased that these awards once again confirm the great work of our hotels and their staff, because professional, warm, and excellent customer service is our absolute priority. I would like to thank our guests who have rated our hotels so highly. And above all, my thankfulness belongs to our employees for their great commitment every day," says Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH in Eschborn, Germany.

The following press picture is available for download:

Celebrating good news: Best Western Hotels Rank Highly in German Studies on Customer Satisfaction and Customer Trust. Pictured: Best Western Seehotel Frankenhorst, Schwerin, Germany.

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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®, V
Ä«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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