

Best Western Hotels in Austria and Switzerland are Service Champions 2020

Best Western Hotels in Austria and Switzerland have once again been awarded as Service Champions: This is the result of the latest annual customer survey "Service Champions 2020" in Switzerland and Austria, conducted by ServiceValue GmbH in cooperation with the Goethe University Frankfurt am Main. For the fourth time in a row, the Best Western Hotels in both countries were awarded an above-average gold rank in the ranking for excellent customer service.

Eschborn / Zurich / Vienna, November 10, 2020. Best Western Hotels in Austria and Switzerland offer excellent customer service and are again awarded as Service Champions. This is the result of the annual surveys on customer service experience conducted by the Cologne-based analysis and consulting company Service Value GmbH in cooperation with Goethe University Frankfurt am Main, Germany. For the fourth time in a row, the Swiss as well as the Austrian Best Western Hotels have been awarded the gold rank in the ranking "Service Champions 2020" for above-average customer service. The ranking for the German market was already published in October this year: Also there, the Best Western Hotels received a top award including a gold rank in the large annual service ranking.

For the fourth time in a row, the Swiss Best Western Hotels have been awarded with gold rank in the ranking of "Service Champions Switzerland 2020" for above-average customer service. The service ranking included a total of over 69,000 customer ratings for 271 companies from 33 industries. The customer service experience was examined using the so-called "Service Experience Score" (SES). With an above-average SES of 78 percent, Best Western Hotels in Switzerland achieved gold rank.

In the "Service Champions Austria 2020" ranking, around 108,000 ratings by current and former customers on 401 companies and 43 industries were included in the survey. At 82.1 percent, the Best Western Hotels in Austria also achieved an above-average SES in the ranking for the fourth time in a row.

"We are very pleased that our hotels in Switzerland and Austria receive such excellent ratings every year. The gold rank confirms that guests in our hotels experience above-average service. I would like to thank not only our guests for the award, but also our hotels and their employees, who do a great job," says Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH headquartered in Eschborn, Germany. The company is responsible for around 300 hotels and 18 brands in the ten countries Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

"Service-Champions Switzerland 2020" - information online (in German):

<https://servicevalue.de/rankings/ranking-hotelketten-gruppen/>

"Service-Champions Austria 2020" - Information online (in German):

<https://servicevalue.de/rankings/ranking-hotelketten-gruppen-2/>

Caption: Best Western Hotels in Austria and Switzerland are Service Champions 2020 - pictured: Best Western Plus Hotel Goldener Adler, Innsbruck (Austria, left) and Best Western Premier Hotel Beaulac, Neuchâtel (Switzerland).

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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®, 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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