

03/29/2021

## Best Western Awarded Top Employer 2021 in Austria

**BWH Hotel Group Central Europe with its brand Best Western Hotels & Resorts is one of the best employers in Austria. This is the current result of the survey "Top Employers Austria 2021" which was conducted by the Austrian Trend Magazine in cooperation with Statista. More than 220,000 opinions on more than 1,300 employers and companies were evaluated.**

**Eschborn/Vienna, March 29, 2021.** Popular not only with guests, but also with employees: BWH Hotel Group Central Europe, with its Best Western Hotels & Resorts brand, is one of the best employers in Austria. This is the current result of the study "Top Employers Austria 2021", which was conducted by the Austrian Trend Magazine in cooperation with the independent market research institute Statista as well as the rating platform kununu and the social network Xing for the fifth time in a row. In the ranking, Best Western Hotels & Resorts is among the top 3 best employers in Austria in the category "Tourism". This puts the brand family of BWH Hotel Group Central Europe – with currently 13 existing, individual private hotels in Austria and two more new buildings in 2021 – directly behind Austria Trend Hotels and Vienna House. More than 220,000 reviews about 1,300 companies in 20 industries, each with more than 200 employees, were included in the study. The survey was conducted in the fall of 2020 as an anonymous online survey of employees asking whether they would recommend their employer to others. 300 companies were included in the ranking; they received the highest recommendation and achieved a correspondingly high score.

"In the crisis year 2020 and also at the start of 2021, employers and staff were faced with major challenges - good employee management, transparent processes and intensive communication were therefore also particularly in demand and important in our Austrian hotels in order to provide security. We are very pleased about the good ratings and that we, as a group of privately owned and operated hotels in Austria, were able to achieve a top ranking within the hotel industry," says Marcus Smola, CEO BWH Hotel Group Central Europe GmbH, Eschborn, Germany. The group supports around 270 hotels of the three brand families Best Western Hotels & Resorts, WorldHotels Collection and Sure Hotels in ten European countries.

The complete ranking of the "300 Top Employers Austria 2021" was published on March 26, 2021 in the magazine trend.edition 1/2021 and will be available online at [www.trend.at/toparbeitgeber](http://www.trend.at/toparbeitgeber) from April 15, 2021.

**The following press picture is available for download:**

*Caption: Popular and appreciated by employees - Best Western Hotels & Resorts have been awarded "Top Employer Austria 2021". Picture: Best Western Plus Hotel Goldener Adler, Innsbruck, Austria*

**Download PRESS RELEASES and PRESS IMAGES:**  
**[www.bestwestern.de/presse](http://www.bestwestern.de/presse)**

**About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> 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<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group<sup>SM</sup> 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<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group<sup>SM</sup> Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 270 hotels\* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://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.*

## **Further information and press contact:**

**BWH Hotel Group Central Europe GmbH**

*Austria | Croatia | Czech Republic | Germany | Hungary | Liechtenstein | Luxembourg | Slovakia | Slovenia | Switzerland*

Anke Cimbäl, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany

Tel. +49 (61 96) 47 24 -301

E-Mail: [presse@bwhhotelgroup.de](mailto:presse@bwhhotelgroup.de)

Internet: [www.bestwestern.de](http://www.bestwestern.de) [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de)