

Best Western Hotels are Best in Class in Sustainability

Best Western Hotels & Resorts in Germany were honored in February with a prize for their commitment to sustainability. In a review by Service Value in cooperation with 'Deutschland Test' and 'Focus Money', Best Western took the top spot in the Mid-Range Hotels category, beating out Mercure and Holiday Inn.

Eschborn (Germany), February 20th 2017. The brand Best Western Hotels & Resorts, which has around 200 individual hotels in Germany, has been honored in that country for its “commitment to sustainability” in the “Mid-Range Hotels” category. This result was published by the Cologne analytics and consulting company Service Value, in collaboration with 'Deutschland Test' and the business magazine 'Focus Money', in the most recent edition of Focus. According to the consumer survey, designed by the magazine to be representative of the general population, Best Western Hotels showed very strong engagement in the area of sustainability. The brand won this category with an average score of 2,429. Mercure followed second in the rankings (2,454), Holiday Inn was third (2,470), and NH Hotels took fourth place (2,487).

The “Commitment to Sustainability” study was based on an investigation on sustainability by Service Value and Deutschland Test. According to the initiators of the study, 1,387 companies and brands from more than 100 industries were assessed with regard to their social, ecological, and economical engagement based on around 450,000 consumer surveys. The data was collected between December 2016 and January 2017 through an online panel.

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About Best Western Hotels & Resorts:

Best Western® Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of 4,200 hotels in more than 100 countries and territories worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there are regional offices in Vienna and Bern. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÅ«b®, BW Premier Collection® and GL. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. Nearly 30 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

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