

Best Western Is Industry Winner For Customer Enthusiasm

Best Western is the German brand champion when it comes to customer enthusiasm. That is the result of a large-scale study by ServiceValue and the daily German newspaper DIE WELT. In the category Middleclass Hotels Best Western beat the competitors.

Eschborn (Germany), May 17th 2017. Best Western delights customers and is the industry winner for customer enthusiasm among middleclass hotels. This result is revealed by a survey carried out by the research and consulting company ServiceValue in cooperation with the German newspaper DIE WELT. Altogether more than 2,000 brands from more than 200 industry sectors were tested; more than two million customer ratings were taken into consideration. Besides Germany's biggest service ranking "Service-Champions", the brand champions regarding customer enthusiasm were awarded for the first time.

"Hearing that our customers are delighted by Best Western – that is the best feedback! For many years, with our strategy 'Service von Herzen anders' (engl.: Service heartedly different) we have been aiming to inspire our guests and make them loyal to our brand. Often it is about the small things and original service ideas, which lead to customer enthusiasm – from a glass of hot milk with honey in the evening to a rental station for glasses. The individual hotels of our group contribute to this customer enthusiasm with their personal service", says Marcus Smola, CEO Best Western Hotels Central Europe. High loyalty and guest satisfaction is also perceived in the good development of the loyalty program Best Western Rewards with by now more than 30 million members worldwide.

The following press picture is available for download:

Caption: Original Service Ideas inspire Best Western guests. The hotel chain is the industry winner for customer enthusiasm among middleclass hotels in Germany.

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About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of more than 4,200 hotels in more than 90 countries 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. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. 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®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All

hotels are optimally presented and bookable through all worldwide reservations and online booking channels. Around 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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