

## Best Western is the Biggest Hotel Brand in Germany

**Also in 2017, Best Western is the biggest hotel brand in Germany, as measured by both the number of rooms and hotels. That is the result of a ranking by PKF hotelexperts München, which was published in June. Best Western defends the lead with 192 hotels and 18,842 rooms followed by Mercure, Ibis and B&B Hotels.**

**Eschborn, 5<sup>th</sup> July 2017.** Best Western defends its position as the biggest hotel brand in Germany. This is shown in the yearly hotel ranking by PKF hotelexperts München, which was published in the trade magazine Cost & Logis in June 2017. With 192 hotels and 18,842 rooms (as of March 2017) the brand reaches the first place in the ranking of the biggest hotel brands in Germany both in terms of the number of hotels and rooms. On the second and third place, measured by the number of rooms, follow the Accor brand Mercure with 14,669 rooms and Ibis with 11,771 rooms. When looking at the number of hotels, Mercure ranks second with 105 hotels, with 91 hotels B&B Hotels has displaced Ibis (88 hotels) from the third place. The ranking "Germany's biggest hotel brands" is carried out every year by PKF hotelexperts München and published by Cost & Logis. From the listed brands of the PKF analysis around 44 per cent, including Best Western, belong to the midscale segment, around one quarter (25.4 per cent) to the upscale and luxury segment. Overall, the 126 listed brands offer 1,875 hotels and 271,105 rooms.

PKF is by its own account among the world's major public accounting and consulting organisations and is represented throughout the world, with 25 offices in Germany and around 400 offices in 150 countries. It was one of the first companies to offer consulting services for the hospitality industry about 90 years ago. For more information visit [www.pkfhotelexperts.com](http://www.pkfhotelexperts.com).

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

*Caption: Best Western is the biggest hotel brand in Germany, as measured both by the number of rooms and hotels. On the picture: The Best Western loftstyle Hotel Stuttgart-Zuffenhausen has joined the brand in 2017.*

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[www.bestwestern.de/presse](http://www.bestwestern.de/presse)

#### **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](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)*

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