

## "Highest Customer Loyalty": Best Western at the Top

**Best Western has loyal customers: This is the result of the German-wide study "Customer Loyalty", which was carried out by Deutschland Test and ServiceValue on behalf of the magazine Focus Money. With a customer loyalty score of 71.7 percent Best Western is the winner in the category hotels (middle class) and is awarded with the seal "Highest Customer Loyalty".**

**Eschborn, February 25<sup>th</sup> 2019.** Customers are loyal to Best Western – this is the result of the study "Customer Loyalty" conducted by Deutschland Test and ServiceValue on behalf of Focus Money. Best Western is awarded with the seal "Highest Customer Loyalty" for exceedingly high customer loyalty. In the category "hotels (middle class)" the hotel group has secured first place ahead of H-Hotels and Holiday Inn with a customer loyalty score of 71.7 percent. "In order to ensure our success in the long term, we want our guests to return again and again. The results of the study show that our efforts are paying off. My thanks go to the hoteliers and their employees, who are in contact with the guests every day and do an excellent job. Also our customer loyalty program Best Western Rewards with around 37 million members worldwide contributes to the overall customer loyalty. It is worth being a regular Best Western guest", says Marcus Smola, CEO of Best Western Hotels Central Europe GmbH.

### **Best Western Rewards - 37 million member bonus program**

Launched in 1988 with the name Gold Crown Club, the loyalty program has been always free of charge for members. Guests collect points on overnight stays in Best Western Hotels, which they can redeem for free stays in around 4,000 hotels worldwide or for attractive voucher rewards. Best Western Rewards is the only loyalty program in the industry where points never expire, and members have access to the richest promotions in the industry. Reward redemption begins at a lower point level requirement relative to industry competitors, and free nights earned can be redeemed at any Best Western branded hotel worldwide. The 37 million members of Best Western Rewards, as the program has been called since 2009, also benefit from offers that can only be booked by members. For example, they receive exclusive rates that are up to ten percent below the best flexible rate. Using a digital customer card, members always carry their card number with them on their smartphone. The international cooperation partners of Best Western Rewards from the aviation industry include a total of around 30 airlines. Other cooperation companies include the car rental companies AVIS, Sixt and Budget as well as Germany's largest bonus system Payback. Guests who have already achieved elite status with another hotel bonus program can also enjoy their elite benefits in the Best Western Hotels & Resorts with the "Best Western Rewards Status Match".

### **Results of the study:**

Company / Brand	Score
Best Western	71.7 %
H-Hotels	70.8 %
Holiday Inn	69.5 %

Source: <http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/kundentreue/ranking/ranking-hotels-mittelklasse-4/> (Februar 25<sup>th</sup> 2019)

Further information on the study is available online:

<http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/kundentreue/>

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

*Focusing on loyal guests: The more than 37 million members of the loyalty program Best Western Rewards benefit from a number of advantages.*

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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, Arizona, is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western offers 13 hotel brands to suit the needs of developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, VÄ«b®, GL , Executive Residency by Best Western®, Sadie Hotel<sup>SM</sup>, Aiden Hotel<sup>SM</sup>, BW Premier Collection® by Best Western, and BW Signature Collection® by Best Western, as well as Sure Hotel® by Best Western, Sure Hotel Plus® by Best Western and Sure Hotel Collection® by Best Western. All hotels of Best Western Hotels & Resorts are independently owned and operated. 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.

Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and at the same time retain their individual style and their entrepreneurial independence. 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. More than 37 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)

**For further information please contact:**

**Best Western Hotels Central Europe GmbH**

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

Anke Cimbal, Head of Corporate Communications

Frankfurter Strasse 10-14, 65760 Eschborn, Germany  
Tel: +49 (0) 6196 - 47 24 301, Fax: -129  
Mail: [anke.cimbal@bestwestern.de](mailto:anke.cimbal@bestwestern.de)  
Websites: [www.bestwestern.de](http://www.bestwestern.de), [www.bestwestern.de/presse](http://www.bestwestern.de/presse)