

1st Place: Best Western Hotels are Brand Champions 2020 in Germany

Best Western Hotels are number 1 in the category hotels-midscale: This is the result of Germany's largest ranking on brand enthusiasm "Brand Champions 2020". It is based on a survey by ServiceValue GmbH in cooperation with the daily newspaper DIE WELT. The ranking honors companies that inspire their customers with their brand identity and appearance. In total, more than one million customer assessments of around 2,400 companies from more than 210 industries were evaluated.

Eschborn/Germany, August 14, 2020. From the customer's point of view, Best Western Hotels in Germany are number 1 in the category of mid-range hotels and thus top in brand enthusiasm. This is the result of the current ranking "Brand Champions 2020", which is based on a customer survey of the Cologne-based analysis and consulting company ServiceValue GmbH in cooperation with the daily newspaper DIE WELT, which determined Germany's largest ranking of brand enthusiasm. The basis of the award is a study of the extent to which companies inspire their customers with their appearance and image and which was carried out for the fourth year in a row. Behind the broad-based customer survey on price enthusiasm are over one million customer opinions on 2,396 brands out of 218 industries.

The brand enthusiasm of a company was examined using the so-called "Brand Fascination Score" (BFS). According to ServiceValue, the term "brand enthusiasm" was deliberately interpreted very comprehensively and thus reflects the general brand perception of customers. The current brand ranking includes the opinions and experiences of current and former customers (last contact maximum 36 months ago). With a brand enthusiasm value BFS of 55.3%, Best Western leads the ranking in the category hotels-midscale, followed by Holiday Inn (second), H-Hotels (third), Mercure (fourth) and Park Inn (fifth).

"We are so honored that we were able to convince in the ranking once more with our Best Western brand. My thanks go to the guests who have rated us so highly and to all our hotels, who inspire our guests every day with great commitment", says Marcus Smola, CEO of BWH Hotel Group Central Europe GmbH based in Eschborn, Germany.

The first publication of the results was published on August 13, 2020 in the German newspaper DIE WELT and online at www.marken-champions.de

Further information on the study and the results can be found online:

<http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/marken-champions-deutschland/>

Brand Champions 2020: Hotels – Midscale

HOTEL BRAND	SCORE
Best Western	55.3 %
Holiday Inn	54.9 %
H-Hotels	54.7 %
Mercure	54.3 %

Park Inn	53.6 %
Leonardo Hotels	51.6 %
NH Hotels	51.0 %
IntercityHotel	49.4 %
Dorint	48.4 %
Novotel	< 47.1%

Companies with a BFS < 47,1% are listed alphabetically.

Source: ServiceValue GmbH, <http://www.servicevalue.de/wettbewerbe/branchenuebergreifend/marken-champions-deutschland/ranking/ranking-hotels-mittelklasse/>

The following press picture is available for download:

A brand that inspires customers: Best Western Hotels have been awarded as Brand Champions 2020 in Germany. Picture: Best Western Hotel Polisina, Ochsenfurt/Germany.

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www.bestwestern.de/presse

About BWH Hotel GroupSM:

*The BWH Hotel GroupSM 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®, VÅ«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 StudioSM complete the group's brand portfolio. ** BWH Hotel GroupSM 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 RewardsSM with more than 40 million members.*

BWH Hotel GroupSM Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 300 hotels in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Further information: www.bwhhotelgroup.de www.bestwestern.de and 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.*

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