

## Award: Best Western Hotels Among Best Employers in Germany

**With its brand Best Western Hotels & Resorts, BWH Hotel Group ranks as one of the best employers in Germany. This is the result of the latest survey "Germany's Best Employers 2021" of German news magazine STERN in cooperation with the statistics web portal Statista. 47,500 employees have made 1,7 million statements regarding 2,600 companies. Best Western Hotels & Resorts achieved a top ten rank in the category Gastronomy, Leisure, Hotels and Tourism .**

**Eschborn, January 21st, 2020.** Top position in employer branding, and popular not only among guests but also among employees: For the second time in a row, BWH Hotel Group is one of the best employers with its brand Best Western Hotels & Resorts in Germany. This is the result of the latest survey "Germany's Best Employers 2021", conducted by the German news magazine STERN in cooperation with the independent market research institute Statista. The results were published in the issue from January 21st, 2020 of STERN. Best Western Hotels & Resorts are operated under the umbrella brand BWH Hotel Group Central Europe. The brand achieved a top ten position in the ranking of Germany's best employers in the category "Gastronomy, Leisure, Hotels and Tourism".

For the survey, 47,500 employees made 1,73 million statements regarding 2,600 companies in Germany. The ranking includes a total of the best 500 employers; they fulfilled the minimum criteria and achieved a high score. "Particularly under the special conditions of the past year during Corona crisis, in which criteria such as working climate and conditions, perspectives or burdens were considered in particular, we are very pleased with the good ratings and to achieve such a top position in our industry as a group of individually managed hotels," says Marcus Smola, CEO of BWH Hotel Group Central Europe based in Eschborn, Germany.

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

*Happy hoteliers: According to the results of the survey "Germany's Best Employers 2021" by STERN and Statista, Best Western Hotels & Resorts are ranked among the top ten in the category "Gastronomy, Leisure, Hotels and Tourism".*

*Note: The image was taken before the Corona crisis, hence missing masks and spacing.*

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

### **About BWH Hotel Group®:**

*The BWH Hotel Group® 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 17 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®, V*

Ä«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio. \*\* BWH Hotel Group 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 Rewards<sup>SM</sup> with more than 40 million members.

BWH Hotel Group 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](http://www.bwhhotelgroup.de) [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://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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