

Best Western Hotels in Austria and Switzerland are Service Champions

Best Western hotels in Austria and Switzerland are awarded as service champions of the highest gold rank: This results from the large annual service ranking Service Champions 2018 . The survey, which was conducted by the Cologne-based analysis and consulting company Service Value GmbH in cooperation with Goethe University Frankfurt, identifies companies with an excellent customer service.

Eschborn (Germany), September 18th 2018. Best Western Hotels in Austria and Switzerland offer outstanding customer service and are awarded as service champions. This is the result of a recent survey on customer service experience by the analysis and consulting company Service Value GmbH, Cologne, in cooperation with Goethe University Frankfurt, Germany. For the second time in a row, the Swiss and Austrian Best Western Hotels have been awarded gold in the "Service Champions 2018" ranking for above-average customer service. The ranking for the German market is expected to be published in October this year.

The service ranking "Service Champions Switzerland 2018" included a total of over 67,000 customer ratings for 236 companies from 31 sectors, including nine hotel groups. The customer service experience was examined using the so-called "Service Experience Score" (SES). With an above-average SES of 77.8 percent, Best Western in Switzerland achieved gold rank and fourth place among hotel groups. In the "Service Champions Austria 2018" ranking, around 110,000 judgments by current and former customers on 401 companies and 42 sectors were included in the survey. For the second time in a row, Best Western Hotels in Austria achieved an above-average SES in the ranking with 81.1 percent.

"We are very pleased that our hotels in both Switzerland and Austria have received such excellent ratings. The Gold Medal confirms that guests in our hotels experience above-average service. I would like to thank not only our guests for the award, but also our hotels and their employees, who do a great job. In addition, we are already looking forward to the service study for the German market," says Marcus Smola, CEO of Best Western Hotels Central Europe GmbH headquartered in Eschborn, Germany. The company is responsible for around 230 hotels in the ten countries Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

The following press pictures are available for download:

Caption: Best Western Hotels in Switzerland have been awarded as Service Champions 2018 in Gold. Picture: Best Western Hotel Wartmann am Bahnhof in Winterthur, Switzerland.

Caption: Best Western Hotels in Austria have been awarded as Service Champions 2018 in Gold. Picture: Best Western Plus Hotel Goldener Adler, Innsbruck.

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About Best Western Hotels Central Europe:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of approximately 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 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 eleven 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, BW Premier Collection, and BW Signature Collection by Best Western; as well as its franchise offerings Sure Hotel by Best Western, Sure Hotel Plus by Best Western and Sure Hotel Collection by Best Western.

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 and 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 Cimal, Head of Corporate Communications
Frankfurter Strasse 10-14, 65760 Eschborn, Germany
Tel: +49 (0) 6196 - 47 24 301, Fax: -129
Email: anke.cimal@bestwestern.de Websites
www.bestwestern.de, www.bestwestern.de/presse