

## Best Western Awarded as Favorite Employer in Germany

**Best Western Hotels & Resorts are one of the most popular employers in Germany. This is the result of the current F.A.Z.-Institut's scientific study "Germany's most favorite employers", in which 5,000 companies were evaluated and 350 million online sources were examined. In the ranking, Best Western Hotels ranked second in the sector hotel industry, behind the German hotel group Upstalsboom Hotel + Freizeit and ahead of all other hotel brands in the analysis.**

**Eschborn, November 8th, 2018.** Top position in employer branding - popular not only among guests but also among employees: Best Western Hotels & Resorts are awarded as Germany's most favorite employers. This is the result of the current scientific study "Germany's most favorite employers", which was conducted by the F.A.Z.-Institut in cooperation with the IMWF Institute for Management- und Wirtschaftsforschung, Hamburg, and published in the newspaper *Frankfurter Allgemeine Zeitung* on November 8th. Best Western achieved second place of the most favorite employers in the hotel industry. This puts Best Western, to which around 200 individual operated hotels belong in Germany, directly behind Upstalsboom Hotel + Freizeit, which ranked on first place. Third place ranked AccorHotels Germany, followed by Novum Hotels (4) and Mövenpick Hotels (5). For the study, statements on the 5,000 companies from 132 industries in 350 million German-language online sources were examined. The study is based on 15 million statements on the companies examined from June 1, 2015 to June 30, 2018, providing an extraordinarily broad and solid basis. The study was scientifically accompanied by Prof. Dr. Werner Sarges, who has made a name for himself as a personnel diagnostician at the Helmut Schmidt University in Hamburg. "In times of a shortage of skilled workers in all sectors, qualified and motivated employees are increasingly in high demand and at the same time difficult to find. Applicants today no longer only pay attention to good salaries and optimal career opportunities when choosing their employer. Soft criteria such as working climate, company culture or working conditions have a much stronger influence on the choice of an employer. We are therefore very pleased that we were able to achieve such a top position in our industry as a group of privately managed hotels. A nice confirmation for us that our brand - now also scientifically proven - is popular and sought after by our employees. My big thanks go to the great and committed employers in our individual hotels, who are as popular with their employees as with their guests," says Marcus Smola, CEO of Best Western Hotels Central Europe GmbH based in Eschborn, Germany. "I can add without envy that our second place behind Upstalsboom is more than remarkable, because the northern German hotel group with managing director Bodo Janssen is certainly regarded as a beacon example in matters of employee management, which has caused a sensation in the media throughout Germany due to its employee policy," explains Smola.

**Further information:** [www.faz.net/begehrteste-Arbeitgeber](http://www.faz.net/begehrteste-Arbeitgeber)

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

*Best Western Hoteliers are pleased about the good grading of their employees. According to the results of the study and the ranking "Germany's most favorite employer" of the F.A.Z.-Institut, the Best Western Hotels rank second in the hotel industry.*

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**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, 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)*

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