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## Best Western Hotels in Germany are Service Champions 2019

**Best Western Hotels in Germany have once again been awarded as Service Champions with the rank in gold: This is the result of the latest annual customer survey "Service Champions 2019", conducted by ServiceValue GmbH in cooperation with the Goethe University Frankfurt am Main. Best Western Hotels in Germany were awarded an above-average gold rank in the ranking for excellent customer service.**

**Eschborn, October 16th, 2019.** Best Western Hotels in Germany offer excellent customer service and are again awarded as Service Champions. This is the result of the annual survey on customer service experience conducted by the Cologne-based analysis and consulting company Service Value GmbH in cooperation with Goethe University Frankfurt am Main. Again, the German Best Western Hotels have been awarded the gold rank in the ranking "Service Champions 2019" for above-average customer service. The service ranking included a total of 1.7 million customer ratings for more than 3,500 companies from over 350 industries. The customer service experience was examined using the so-called "Service Experience Score" (SES). With an above-average SES of 68.3 percent, Best Western Hotels in Germany achieved gold rank.

In September, Best Western Hotels in Switzerland and Austria have also been awarded "Service Champions 2019". Both achieved gold rank for a high experience in customer service.

"We are very pleased that our hotels in Germany, and also in Switzerland and Austria, have received again such an excellent rating. The gold rank 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," 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.

"Service-Champions Germany 2019" - information online:

<https://www.servicevalue.de/wettbewerbe/branchenuebergreifend/service-champions-deutschland/>

"Service-Champions Switzerland 2019" - information online:

<http://www.servicevalue.de/wettbewerbe/laenderuebergreifend/service-champions-schweiz/ranking/ranking-hotelketten-gruppen-1/>

"Service-Champions Austria 2019" - Information online:

<http://www.servicevalue.de/wettbewerbe/laenderuebergreifend/service-champions-oesterreich/ranking/ranking-hotelketten-gruppen>

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

*Caption: Best Western Hotels in Germany have one again been awarded as Service Champions 2019 for an excellent customer service. Picture: Best Western Hotel Viernheim Manneheim in Viernheim.*

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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 over 4,500 hotels in nearly 100 countries and territories worldwide\*. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden<sup>SM</sup>, Sadie<sup>SM</sup>, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises\*\*. 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. All Best Western, WorldHotels and SureStay branded hotels 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 40 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)*

*\* 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 all hotels of SureStay are branded as Sure Hotels.*

**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

Mail: [anke.cimal@bestwestern.de](mailto:anke.cimal@bestwestern.de)

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