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## Best Western celebrates best ever TripAdvisor scores

Best Western Great Britain is celebrating almost half of the brand's properties having received Trip Advisor Certificate of Excellence awards, including all the new soft branded BW Premier Collection hotels for 4 star properties and above.

Rob Payne, CEO of Best Western Great Britain said: *"Over the last three years Best Western's hotels in Great Britain have collectively doubled our NPS score, and we are now enjoying our highest levels of customer satisfaction on record. We are working hard alongside our hotel investors and owners to continue the good work they are doing in raising hotel standards and guest experiences and the TripAdvisor news today shows that our commitment to changing perceptions of Best Western is working."*

*"Today we are talking to 5\* properties in key destinations about joining our successful soft brand BW Premier Collection which just goes to show how much Best Western has changed in the last few years. We are proud to be the largest collection of independent hotels in Great Britain and collectively we are committed to continuing to improve quality, service and standards to give our guests more reasons to return and stay Best Western in the future. Now is the perfect time for investors and properties to re-consider Best Western."*

Properties having received the 2016 TripAdvisor Certificate of Excellence include hotels across all of Best Western Great Britain's brands; 83 winners are Best Western Hotels, 34 Best Western Plus, and four Best Western Premier Hotels. All seven BW Premier Collection hotels were recognised, demonstrating the popularity of Best Western Great Britain's newest brand. \*

The TripAdvisor Certificate of Excellence takes into account the quality, quantity and recency of reviews submitted by travellers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

Now in its sixth year, the achievement celebrates hospitality businesses that have consistently earned great traveller reviews on TripAdvisor over the past year. Certificate of Excellence recipients include accommodations, eateries and attractions located all over the world that have continually delivered a quality customer experience.

This success comes after the launch of Best Western's biggest property in London – Best Western London Peckham, part of the Euro Hotels group, went live this week bringing 223 rooms to market just a short distance from central London attractions.

**-ENDS-**

**For more information** please contact Sophie Kelk and Grace Christie at [bestwestern@brightergroup.com](mailto:bestwestern@brightergroup.com) or call 020 7326 9880.

**\*Full list of winning Best Western hotels:**

Best Western Lansdowne Hotel; Best Western Plus Blunsdon House Hotel; Best Western Plus Swan Hotel; Best Western Plus Dean Court Hotel; Best Western Lee Wood Hotel; Best Western Plus Knights Hill Hotel & Spa; Best Western York Pavilion Hotel; Best Western Plus Wroxtton House Hotel; Best Western New Kent Hotel; Best Western Plus Old Tollgate Hotel & Restaurant; Best Western Plus Orton Hall Hotel & Spa; Best Western New Holmwood Hotel; Best Western Beaumont Hotel; Best Western Gasmere Red Lion Hotel; Best Western Plus Bruntsfield Hotel; Best Western Plus Keavil House Hotel; Best Western Invercarse Hotel; Best Western Plus New House Country Hotel; Best Western Kings Manor

Hotel; Best Western Glenspean Lodge Hotel; Best Western Braid Hills Hotel; Best Western Hilcroft Hotel; Best Western Kinloch Hotel; Best Western Plus Inverness Lochardil House Hotel; Best Western Royal George Hotel; Best Western Station Hotel; Best Western Strathaven Hotel; Best Western Woodlands Hotel; Best Western; Dryfesdale Country House Hotel; Best Western Garfield House Hotel; Best Western Inverness Palace Hotel & Spa; Best Western Argyll Hotel; Best Western Plus Philipburn House Hotel; Best Western Eglinton Arms Hotel; Best Western Balgeddie House Hotel; Best Western Pontypool Metro Hotel; Best Western Moorings Hotel; Best Western Plus Manor House Hotel; Best Western Hotel De Havelet; Best Western Frensham Pond Hotel; Best Western Plus Donnington Manor Hotel; Best Western Manor Hotel; Best Western Le Strange Arms Hotel; Best Western Valley Hotel; Best Western Premier Yew Lodge Hotel & Conference Centre; Best Western Plus Rogerthorpe Manor Hotel; Best Western Plus Angel Hotel; Best Western Plus Bentley Hotel & Spa; Best Western Annesley House Hotel; Best Western Plus Cambridge Quay Mill Hotel; Best Western Plus The Connaught Hotel; Best Western Consort Hotel; Best Western Crown Hotel; Best Western Plus Delmere Hotel; Best Western Hallmark Hotel Warrington Fir Grove; Best Western Forest And Vale Hotel; Best Western Forest Lodge; Best Western Glendower Hotel; Best Western Heath Court Hotel; Best Western Kilima Hotel; Best Western Lion Hotel; Best Western Mayfield House Hotel; Best Western Plus Milford Hotel; Best Western Monkbar Hotel; Best Western Moores Central Hotel; Best Western Plus Mosborough Hall Hotel; Best Western Premier Mount Pleasant Hotel; Best Western Princes Marine Hotel; Best Western Restormel Lodge Hotel; Best Western Rombalds Hotel; Best Western Royal Hotel; Best Western Ambleside Salutation Hotel; Best Western Shrubbery Hotel; Best Western Tiverton Hotel; Best Western York House Hotel; Best Western Whitworth Hall Hotel; Best Western Willerby Manor Hotel; Best Western The George Hotel; Best Western Plus Cedar Court Hotel; Best Western Abbots Barton Hotel; Best Western Premier Hallmark Hotel Chester The Queen; Best Western Derwent Manor Hotel; Best Western Plus Hardwick Hall Hotel; Best Western Royal Beach Hotel; Best Western Premier Hallmark Hotel Preston Leyland; Best Western Plus Ullesthorpe Court Hotel & Golf Club; Best Western Ivy Hill Hotel; Best Western Plus West Retford Hotel; Best Western Kenwick Park Hotel; Best Western Plus Reading Moat House; Best Western Higher Trapp Country House Hotel; Best Western Plus Castle Inn Hotel; Best Western Lord Haldon Country Hotel; Best Western Plus Centurion Hotel; Best Western Garstang Country Hotel and Golf Club; Best Western The Gables Hotel; Best Western Gatehouse Hotel; Best Western Hotel Royale; Best Western Plus Pastures Hotel; Best Western Hotel St Pierre; Best Western Beachcroft Hotel; Best Western Henbury Lodge Hotel; Best Western Mytton Fold Hotel & Golf Club; Best Western Lancashire Manor Hotel; Best Western Maitrise Suites Apartment Hotel; Best Western Beamish Hall Hotel; Best Western Plus Pinewood on Wilmslow; Best Western Forest Hills Hotel; Best Western Angel & Royal Hotel; Best Western Oaklands Hall Hotel; Best Western Plus Park Grand London Heathrow; Best Western Hotel Rembrandt; Best Western The Grange at Osborne; Best Western Plus Grims Dyke Hotel; Best Western The Burnside Hotel; Best Western Plus Aston Hall Hotel; Best Western Brome Grange Hotel; Best Western Plus Gibside Hotel; Best Western Porth Veor Manor Hotel; Best Western Burn Hall Hotel; Best Western Sysonby Knoll Hotel

BW Premier Collection Bank House Hotel, Spa & Golf; BW Premier Collection The Richmond; BW Premier Collection Winchester Royal Hotel; BW Premier Collection Clayton Hotel Cardiff; BW Premier Collection Hazlewood Castle Hotel & Spa; BW Premier Collection Moor Hall Hotel & Spa; BW Premier Collection Castle Green Hotel in Kendal.

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**Editors' notes:** Best Western GB represents the largest collection of independently owned and family run hotels in Great Britain, with 265 properties across the country. From beach front properties and mountain views, to city escapes, rural retreats and both modern and listed buildings, each hotel is different. What brings them together is their commitment to the quality, value and standards of service that every guest receives.

Best Western GB is a retained-profit membership organisation that helps hotels maintain their independence. Committed to representing the views of its independently owned member hotels, Best Western GB tackles key industry issues on their behalf, including the effects of Government policies and legislation, industry changes and environmental impact on the heartbeat of the Great British hospitality industry.

To find out more visit Best Western GB's Media Centre: [www.bestwestern.co.uk/company/best-western-media-centre](http://www.bestwestern.co.uk/company/best-western-media-centre)

# Press Release

