

Comfort Hotels named Best Budget Hotel Chain

In a recent customer survey organised by the DtGV, the Deutsche Gesellschaft für Verbraucherstudien mbH (DtGV), Comfort Hotels took first place in the “Budget Hotel Chains” category, beating four other hotel chains in Germany.

In addition to the overall victory for Best Budget Hotel Chain, [Comfort Hotels](#) came first in five out of seven sub-categories; In Comfort, Value For Money, Hotel Atmosphere, Breakfast And Customer Trust, Comfort Hotels took also won the accolade or 1st place.

“This top position in the budget sector bears testimony to how successfully the Comfort brand has developed”, says Georg Schlegel, Managing Director of Choice Hotels Central Europe, happily. “The reorientation in Germany involving product and location quality, as well as guest satisfaction, has clearly paid off thanks to our dedicated franchisees. I am absolutely delighted that, not just the technological mega-trends, but also the human qualities of our professional hosts are still crucial factors for success.”

In Europe, over 100 properties operate under the Comfort brand

Independent research institution examines five providers

Between June and September 2019, the Deutsche Gesellschaft für Verbraucherstudien mbH analysed a total of 859 company ratings from five hotel providers, evaluating 767 interview responses across 28 criteria.

These were grouped into the seven categories of Service, Comfort, Value For Money, Hotel Atmosphere, Breakfast, Business Customer Friendliness, and Customer Trust.

Further information about the Deutsche Gesellschaft für

Verbraucherstudien mbH: www.dtgv.de

Further results and information about the survey:

www.dtgv.de/surveys/kundenbefragung-deutschlands-beste-budget-hotelketten/

For more information on the Group's hotels visit www.ChoiceHotels.de and www.ChoiceHotels.com. About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of June 30, 2019, the Choice® family of hotel brands provides business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

