# BW Best Western. Hotels & Resorts

















#### **Global Distribution**

Globally over 4,200 hotels in more than 100 countries & territories\*



## Most Industry Awards of Any Brand



#1 Upper Midprice Brand 2014-2015 #1 Midprice Brand 2014 Top 3 Midprice Brand 2015



3x Best Hotel Loyalty Programs Ranked Top 3



Top Loyalty Program by Loyalty360 2014-2015



5x Best Hotel Website Award Winner By dynatrace



3x Winner TravelClick eMarketer of the Year Award



#1 in Customer Loyalty\* 2011-2015





Leader in Leisure Travel 7x Hotel Partner of the Year



4x More Award Winning Hotels Than Industry Average 2015 HSMAI Adrian Awards!

Digital Marketing • Advertising • Public Relations

16 2015 Travel Weekly Magellan Awards!

Loyalty Program • Website

• Social Media • Marketing Campaign

### **Product Offerings**



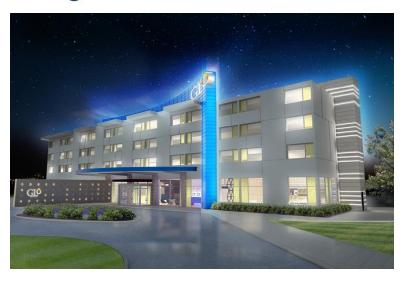
Our midscale hotels promise service, cleanliness, and comfort at an exceptional value. High-speed Internet connection is always free and breakfast is always available. With an average daily rate (ADR) of \$93\*, Best Western\* outperforms the competition in the midscale segment.



A leader in the evolution of the broad-midscale market, GLō<sup>5M</sup> is a new build boutique brand with unique design, allowing for flexibility depending on the footprint and anticipated occupancy. With iconic branded innovation and smart space utilization, GLō is setting a new standard for the midscale market.



For developers who want to enter the upper midscale market with a solid brand backing, Best Western Plus\* is the perfect solution. With an ADR of \$106\*, Best Western Plus provides an excellent return on investment (ROI). Striking architectural details and a flexible layout, Best Western Plus properties can be adapted fit to specific size and location preferences.







Best Western® Hotels & Resorts

## **Product Offerings**



Today's connected traveler is looking for unparalleled service, social engagement, and technology integration. Vīb\* brings that to guests in the upper midscale market with stylish design and focus on convenience and technology that will exceed their expectations. Ideal for key urban and primary markets.



Best Western Premier\* is a premium product with refined style and superior earning potential. BWP hotels are strategically positioned to attract savvy business and leisure travelers who expect a high level of service and luxury amenities, earning an ADR of \$134\*.



BW Premier Collection® provides independent hoteliers in upscale and luxury hotels in destination and major markets the opportunity to retain their individuality while locking in the advantages of a global powerhouse. The unique pay-for-performance fee structures means hoteliers only pay fees for business earned through Best Western channels.







