Best Western Hotels & Resorts

Brand Positioning Statement:

Celebrating more than 70 years of hospitality, Best Western® Hotels & Resorts is an award-winning global network of hotels located in nearly 100 countries and territories that offers accommodations for all types of travelers.

Brand Promise:

Independently owned and operated, each brand has its own personality and style, but all share the same commitment to delivering superior customer service, exceptional value and modern amenities.

Scale Key: Economy | Upper Economy | Midscale | Upper Midscale | Upper Upscale | Upscale

Brand:	Promise:	Description:	Tag Line:	Amenities:
SureStay® HOTEL by BEST WESTERN **Economy** Sales/Business Activation: Essential comforts for an exceptional value. Developer: Quality and value, backed by a global powerhouse.	Rewarding Value And Quality You Can Count On.	Everything you need for comfortable, relaxing stay. SureStay® Hotel by Best Western welcome those who like to travel simply and casually. With extras like FREE continental breakfast and FREE Wi-Fi, you can rest in comfort wherever you are in your journey.	*Rest Easy. Rest Assured.*	• Continental Breakfast • FREE Wi-Fi
SureStay® COLLECTION by BEST WESTERN **Upper Economy** Sales/Business Activation: Modern comfort, added conveniences & a warm welcome. Developer: Global support for a network of high efficiency hotels.	Experience Our Commitment To Great Value And Modern Convenience.	Quality, value and a little more. Whether for leisure or business, SureStay® Collection by Best Western welcomes those who like to travel casually, but appreciate the kinds of details that add to a better stay experience. With extras like FREE hot breakfast and FREE Wi-Fi, you can rest assured that your comfort is our highest priority.	*Value. Comfort. Quality.*	• FREE Wi-Fi • Full-service restaurant or lounge • Conference and meeting space
SureStay® PLUS HOTEL by BEST WESTERN **Upper Economy** Sales/Business Activation: A collection for quality and value. Developer: Quality, value and added conveniences, backed by a global powerhouse.	Unmatched Value & Unique Experience For A More Comfortable Stay.	Smart value with quality extras. Whether for leisure or business, SureStay® Plus Hotel by Best Western is the perfect choice for those who like to travel simply and casually. With extras like FREE hot breakfast and FREE Wi-Fi, you can expect modern convenience, high standards and of course, a very warm welcome.	*A Quality Stay at an Affordable Price*	• FREE WI-FI • Breakfast with hot options • Business center • Fitness center or Pool
Best Western **Midscale** Sales/Business Activation: A truly exceptional value and a rewarding experience stay-after-stay. Developer: Our flagship midscale brand is a proven performer in every location.	A Truly Exceptional Value.	Travelers who choose Best Western® will find contemporary style, comfortable accommodations, complimentary breakfast at most locations and FREE Wi-Fi. With our award-winning Best Western Rewards® program, both leisure and business travelers can count on what matters most — a warm welcome, a rewarding stay and a truly exceptional value.	*Timeless Hospitality Meets Unsurpassed Value.*	• Complimentary breakfast* • FREE Wi-Fi • In-room coffee and tea maker • Guest computer and printer in the lobby
BW SIGNATURE COLLECTION by BEST WESTERN **Upper Midscale** Sales/Business Activation: An eclectic collection of unique local experiences. Developer: Embrace your individuality with the support of a global infrastructure.	Welcoming. Rewarding. Comfortable. A Hotel Collection With You in Mind.	For guests ready for a unique hotel experience, BW Signature Collection® is a choice that's sure to please. This collection of surprisingly affordable, upper-midscale hotels has been carefully selected for their ability to offer travelers comfortable settings, plentiful amenities and a warmly welcoming stay, locally and around the world.	*Sense of Place For an Exceptional Stay.*	• FREE Wi-Fi • Complimentary breakfast* • Collection of independent hotels - amenities will vary by location
Best Western PLUS **Upper Midscale** Sales/Business Activation: Upgraded style and amenities for leisure and business travelers. Developer: The standard for excellence and a proven bottom line.	A Rewarding Experience That's One Of A Kind.	For business and leisure travelers looking for modern style and convenience, Best Western Plus® goes beyond the expected, offering everything from well-appointed guest rooms to upgraded amenities. With the addition of Best Western Rewards®, our commitment is to deliver the highest degree of hospitality and unmatched value.	*Superior Service, Style and Value.*	• Complimentary breakfast* • FREE Wi-Fi • In-room mini-refrigerator, work desk, coffee and tea maker • Stylish bath amenities • Fitness center • Business center • On-site guest laundry and /or same-day dry cleaning services

*Amenities and services may vary at individual hotels worldwide.

Brand:	Promise:	Description:	Tag Line:	Amenities:
GLŌ BEST WESTERN **Upper Midscale** Sales/Business Activation: Connecting business and leisure guests with a modern experience. Developer: The smart, new standard for midscale suburban development.	Bright. Bold. Rewarding. A Shining Icon Of Welcome To All.	A hub for the business traveler and road warrior, a respite for families, and a modern experience for all. Welcome to GLō®, where travel wellness is delivered through consistent service, quality amenities, easy connectivity and the kinds of healthy options that make this home-away-from-home a rewarding experience.	*Your Stay Just Got Brighter.*	• Complimentary breakfast* • FREE Wi-Fi • In-room work desk with signature desk chair, coffee and tea maker • Gel-topped signature mattress • Stylish bath amenities • Fitness center • Business center • Wireless, secured printing in the public area • On-site guest laundry and/or same-day dry cleaning services
Executive Residency by BEST WESTERN® **Upper Midscale** Sales/Business Activation: The perfect combination of hotel and home while away on business. Developer: Build long-term relationships in a growing segment.	The Comforts Of Home, Connected To The World Around You.	Opportunities. Jobs. Travels. Even personal obligations. Sometimes life comes calling and demands more than a quick visit. When you have to be away from home, Executive Residency by Best Western®, with its stylish comforts and affordable extras, is designed to make your long-term stay a pleasure. Experience the kind of hospitality that says "welcome home," even when you're not.	*Feel Right at Home*	• Studios and suites designed for longer stays • Ample kitchenette with cooktop sink, microwave and refrigerator • FREE Wi-Fi • Dedicated zones for sleeping, dining, work, and relaxation • Outdoor green spaces to connect with nature
Aiden by BEST WESTERN **Upper Midscale** Sales/Business Activation: A casual suburban hotel with well-designed comfort and effortless value. Developer: Opportunity to reinvest and rebuild elevating their existing investments to an exciting and invigorating upper midscale niche property.	Connected to the spirit of adventure.	Meet Aiden℠ byBest Western – a trendy collection of laid-back boutique hotels that blends cool, casual charm with an eclectic neighborly feel. Welcoming guests to their newest adventure, Aiden is anything but fussy, offering modern sensibilities and selfie moments for a one-of-a-kind social experience.	*Cool. Edgy. Chic.*	• Social lobby with cocktail bar • Coffee bar • Breakfast • Fitness center • Free WI-FI, wireless secured printing in the public area • On-site guest laundry or same-day dry cleaning services • Smart TV in the guestroom, in-room coffee and tea maker, quality linens and towels
Vīb BEST WESTERN **Upscale** Sales/Business Activation: Urban, diverse locations. Great value with unique style. Developer: Cost-effective business model for today's modern traveler.	A Rewarding Urban-Cool Experience That Welcomes All.	A rewarding masterpiece of expressiveness, Vīb® is for today's travelers seeking innovation as a given, connectivity as a must and urban-glam as a right. Wired-in and well-connected, Vīb is an upbeat blend of sophisticated affordability and up-to-the-minute service designed to put variety, style and comfort all in one place.	*A Vibrant Experience for Today's Connected Traveler.*	• Social lobby or rooftop bar • Grab and Go food service area • FREE Wi-Fi • Fireside hearth • Gaming pods • Fitness center • A Zen Zone • In-room work desk with signature desk chair, pod-style in-room coffee and tea maker, • Signature bath amenities • Wireless, secured printing in the public area • Same-day dry cleaning services, • Smart TVs with Lynk Sinc and eConcierge technology • In-room safe • Virtual concierge
BWP PREMIER BEST WESTERN® **Upscale** Sales/Business Activation: Refined experience with first-rate offerings. Developer: Refined atmosphere and amenities in a proven, upscale model.	A Notably Refined Travel Experience.	Setting a higher standard, Best Western Premier® is our most exclusive offering designed for worldwide travelers seeking first-rate amenities, superior accommodations and exceptional service. Refined and elegant, guests can expect a memorably rewarding stay defined by the highest degree of hospitality, quality and attention to detail.	*Welcome to the Premier Life®*	• On-site dining and cocktail bar • Complimentary breakfast* • FREE Wi-Fi • Business center • In-room coffee and tea maker, Premium linens and towels, • Deluxe bath amenities • Pool • In-room safe, microwave and refrigerator • Boardroom and meeting space • Fitness center
BW Premier COLLECTION® by BEST WESTERN **Upper Upscale** Sales/Business Activation: A collection for world-class originality and sophisticated luxury. Developer: Flexibility and support to express your upscale individuality.	Inspired & Rewarding. Your Invitation to Travel Well.	BW Premier Collection® by Best Western is a celebration of place through finely-crafted design and aesthetics that reflect the unique personality of each locale. It is an exclusive and rewarding invitation to travel well and explore the world's finer destinations in sophisticated luxury. Originality, world-class amenities and impeccable service all combine to create a memorably superior experience.	*World Class Accommodations for the World Class Traveler.*	• FREE Wi-Fi • On-site restaurant and/or lounge* • Fitness center • Meeting space • Pool • Deluxe bath amenities • Collection of independent hotels - amenities will vary by location
Sadie BEST WESTERN℠ **Upper Upscale** Sales/Business Activation: Boutique-style accommodations with a surprisingly cool, urban edge Developer: Opportunity to reinvest and rebuild elevating their existing investments to an exciting and invigorating upper upscale niche property.	A joyful intriguing experience that playfully syncs your heart to the beat of the city.	For adventure seekers craving an unforgettable destination experience, Sadie℠ Best Western defies the status quo for upscale accommodations. Thriving in edgy singularity, no two hotels are alike – relishing in the best of local flair and an authentically playful spirit. This trendy collection of boutique-style hotels is inspired by bold designs, multi-functional spaces and meticulously curated detail that creates an alluring offering for a warmly intriguing experience.	*Always Alluring, Always an Adventure*	• On-site dining and cocktail bar • Fitness center • Free WI-FI, wireless secured printing in the public area • Same-day dry cleaning services • Smart TV in the guestroom • In-room coffee and tea maker, • Premium linens and towels, high quality amenities • In-room safe

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