

BW Premier  
COLLECTION®

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Prestige Oceanfront Resort, Sooke, British Columbia



Hazelwood Castle & Spa, Leeds, England

**A global collection of carefully selected upscale hotels.**

Over 4,100 hotels in 100 countries and territories worldwide.\*  
Discover everything Best Western® Hotels & Resorts can bring to  
your investment portfolio – talk to us today.

**The Ultimate in Luxury.**

**A unique soft brand model with a high-performance ROI.**

**BW** | Best Western®  
Hotels & Resorts



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\*Numbers are approximate and may fluctuate

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Master Johan Hotel, Malmö, Sweden



## Lower fees. Greater profits.

With our unique soft brand business model, you only pay for booked reservations that are made through Best Western Hotels & Resorts channels. BW Premier Collection is one of the smartest investments in the hospitality industry today.

*Annual Fee Comparison by Brand, Based on Upscale Hotels as a Percent of Total Revenue*

|                       |       |
|-----------------------|-------|
| Ascend Collection*    | 7.7%  |
| Autograph Collection* | 10.8% |
| Luxury Collection*    | 11.3% |

*Source: HVS 2014 International Hotel Franchise Fee Guide*

## Driving up the standards in travel experiences.

Best Western recently introduced the **BW Premier Collection**, a global collection of carefully selected upscale and luxury hotels. The BW Premier Collection continues Best Western Hotels & Resorts' rich history of providing guests with unique and local hotel experiences around the world. The BW Premier Collection consists of carefully selected upscale hotels that share our commitment to delivering an exceptional and unique travel experience. The BW Premier Collection provides independent hoteliers the opportunity to retain their local identity and individuality while harnessing a global powerhouse.

**“As a successful boutique hotel it is important for us to maintain our own brand. In an increasingly competitive market, joining the BW Premier Collection allows us to do that while benefiting from the support and services Best Western provides.”**

Nina Nilsson Ulvinen, Owner  
Hotel Mäster Johan



Copamarina Beach Resort & Spa, Guanica, Puerto Rico

As a BW Premier Collection hotel, independent hoteliers in primary markets will lock in the advantages of a global hotel chain with 4,100 hotels located in more than 100 countries and territories\* around the world.

### Benefits

- Pay-for-performance business model
- Best Western's negotiated OTA margins allow your hotel to be more profitable, while preserving your unique name, design and orientation
- Short term contracts
- Low fee structure that will improve profitability
- Reduced reliance on third party distribution channels
- Access to Best Western's \$1.8 billion global reservation system
- Participation in Best Western Rewards®, our award-winning and fast growing loyalty program
- Powerful mobile, eCommerce and technology resources
- Optional à la carte services including: contact with over 1,000 business travel, group and leisure accounts around the world; state-of-the-art revenue management services; design services; access to over 400 endorsed suppliers with special pricing; customized eCommerce and digital marketing programs; industry-leading education programs, and more



The Dana on Mission Bay, San Diego, California

### Requirements

- Upscale hotel located in a primary or destination market
- TripAdvisor® Certificate of Excellence
- AAA 3 diamond or above hotel rating
- No Property Improvement Plan (PIP) required
- Product quality assessment
- Minimal branding requirements