



Our midscale hotel designed to perform in almost any location.

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.



A Truly Exceptional Value.

A timelessly comfortable choice for both leisure and business travelers.



Executive
Residency



BW Premier
COLLECTION



bestwesterndevelopers.com | 800.847.2429

*Membership fee only **Includes CRS & BWRewards® business, N.A. 2015 *Numbers are approximate, may fluctuate and include hotels currently in the development pipeline
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Lower Fees. Greater Profits.

Best Western's highly competitive fee structure allows you to drive more revenue to your bottom-line.

Best Western® 5%*

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

Quality Inn & Suites®	10.8%
Ramada®	12.1%
Wingate by Wyndham®	13.0%
La Quinta Inn & Suites®	13.1%

Source: HVS 2014 International Hotel Franchise Fee Guide

Invest in the Leader.

Now is the perfect time to put the expanded product line and legendary performance of the industry's global powerhouse to work for you. Best Western® Hotels & Resorts delivers unprecedented consumer demand at a lower cost and a superior return on investment.

Generations of business and leisure travelers have relied on Best Western Hotels & Resorts branded hotels to deliver a comfortable stay at an exceptional value. With such a strong leadership position firmly established in the midscale category for seven decades, developing a Best Western branded hotel today remains an unparalleled investment opportunity with the proven ability to consistently generate superior revenue.

A Rewarding Experience Stay-After-Stay.

Our Best Western® midscale hotel provides what matters most to your guests – a welcoming environment, comfortable room, great service, and just the right amenities for leisure and business travelers on a budget. Best Western hotels are a lodging model designed to perform in tertiary and secondary highway markets.

Best Western Hotel Amenities Include:

- Complimentary breakfast to start the day
- Free high-speed Internet service
- Free local calls and long distance access
- Business center with copy/fax services
- In-room coffee and tea maker
- Guest computer and printer in the lobby
- Fitness center



Best Western North America

Calendar Year-to-Date (as of Nov. 2015)

ADR	\$93.00
RevPAR	\$60.23

Source: STR

Best Western Hotels & Resorts

Fiscal Year 2015

Total Brand Contribution	59%**
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