

Shattering the suburban cookie-cutter hotel mold.



LOBBY: adaptable, smart technology.



“Best Western leads boutique push into midmarket segment”  
 December, 2015  
 North American HOTEL INVESTMENT NEWS



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**Marketable Innovation.**

By focusing on a dramatic iconic arrival experience, streamlined, contemporary guestrooms, and through the use of stylish, cost-effective materials, GLō is designed for savvy travelers who expect the best in value, design, and comfort. Ideal for secondary, suburban and highway locations, GLō is positioned to hold a powerful new place in the broad-midscale market.

**Our Newest Brand.**

For savvy travelers who expect the best in value, comfort and design.



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\*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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- The lobby creates a sense of arrival and social gatherings.
- LED lit banding and lite-bright wall leads your guests from the outside in. A backlit front desk and business bar serve as a beacon to guests.
- Public areas feature contemporary interiors with cool neutrals punctuated with accents of blue and yellow to create a fresh, clean space.

**Building Success - Signature Flexible Construction.**



GLö's bar-shaped layout is a cost-effective approach that allows flexibility for various sites. The shape allows for easy expansion and contraction and the ease of "going up" or extending the length of the building to accommodate additional rooms.

Adaptable, multi-functional design of public spaces creates inviting, stylish spaces that serve guests throughout the day.

**Shared spaces feature chic focal elements: a spectacular lobby, breakfast area, and state-of-the-art fitness center.**

QUEEN/QUEEN 287 sq. ft.



KING 249 sq. ft.



**Space Saving Guest Bathrooms.**

- The bathrooms are loaded between the guestrooms in a 50/50 king, queen/queen mix. This unique layout provides a clean lined corridor, and space savings with no guestroom entry corridor.
- Showers are incorporated into 90% of the bathrooms and each bathroom incorporates the best of the bath.
- A shared barn door conceals the closet and bathroom.
- Sapphire quartz vanity top with smart storage and plenty of shelf-space for guest toiletries.
- A back-lit mirror with LED lighting.

**Modular Queen/Queen & King Guestrooms.**

- Unique, modern guestrooms and guest bathrooms pay as much attention to function as to form and feature signature lighting elements.
- Furnishings serve dual functions and are designed for both leisure and business travelers.
- Streamlined design maximizes space in guestrooms.