

BW Premier
COLLECTION
by BEST WESTERN

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Las Vegas, NV

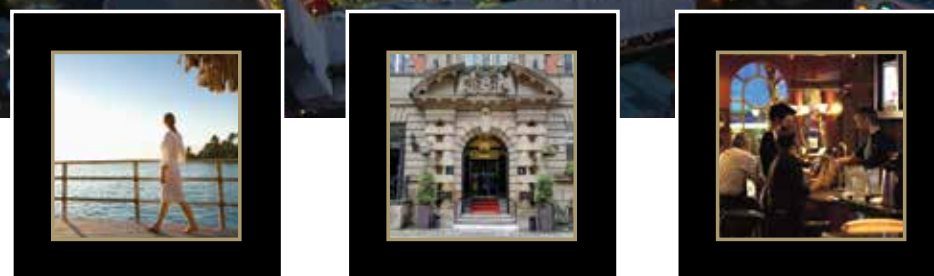


An elevated portfolio of carefully, curated world-class hotels.

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Hotels & Resorts

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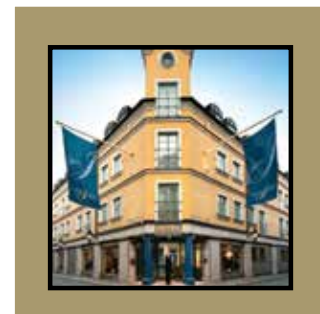
*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline
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Thoughtfully Rewarding. Powerfully Unique.



Baltimore, MD

A celebration of place through finely crafted design & aesthetics that reflect the unique personality of each locale, **BW Premier Collection® is our most exclusive collection.** Eclectic, elegant and unmistakably, a cut above, we offer independent hoteliers the opportunity to retain their local identity and individuality while harnessing the backing, tools and market power of globally successful Best Western® Hotels & Resorts.



“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

Benefits

- Low fee structure — simple percent fee of GRR (gross room revenue) that will improve your profitability
- Best Western’s negotiated OTA margins allow your hotel to be more profitable, while preserving your unique name, design and orientation
- Flexible contract terms
- 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

Requirements

- Upscale hotel located in a primary or destination market
- TripAdvisor® Certificate of Excellence
- AAA 3 diamond or above hotel rating
- Product quality assessment
- Minimal branding requirements

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The World’s Most Innovative Companies

BEST TRAVEL REWARDS
USNews HOTELS 2019
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