



BW[®]

SIGNATURE
COLLECTION

by BEST WESTERN

THE BW Signature Collection[®] by Best Western CONTINUES Best Western[®] Hotels & Resorts rich history of providing guests with unique and local hotel experiences around the world. This collection of carefully selected upper-midscale hotels in primary and secondary markets share our commitment to delivering an exceptional and unique travel experience to guests around the world. Supported by an experienced brand with proven success in 4,200 properties in over 100 countries and territories worldwide*, BW Signature Collection by Best Western provides independent hoteliers the opportunity to retain their individuality while harnessing the power of a global hospitality powerhouse.

BENEFITS

AS A BW Signature Collection by Best Western HOTEL, INDEPENDENT HOTELIERS WILL GAIN ACCESS TO:

- Best Western Hotels and Resorts' **\$7.2 Billion in Total Global Revenue**[†]
- Award-winning loyalty program with nearly **33 million members**, Best Western Rewards[®]
- The power of our **global responsive website** bestwestern.com and industry-leading eCommerce and technology resources
- **Negotiated commercial terms** with OTAs
- Worldwide sales **leveraging the power** of our massive global infrastructure



- REQUIREMENTS:**
- Minimum TripAdvisor score of 4 to qualify and must maintain the score
 - AAA or CAA 3 diamond or above hotel rating
 - Service promise/guarantee
 - Complimentary breakfast

- CONDITIONS:**
- Simple percent fee of GRR (gross room revenue)

À LA CARTE SERVICES:

- Participate in all brand offerings
- A sample of services listed below are available to take advantage of to improve your business and increase your return on investment including:



- Best Western Supply and access to over 400 suppliers with unbeatable pricing
- Best Western Studio Design
- State-of-the-art revenue management tools
- Industry-leading education and training programs

For more information, call 800.847.2429 or visit bestwesterndevelopers.com



*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline. Total CRS and property direct room revenue FY17. Each Best Western® branded hotel is independently owned and operated. Best Western and the Best Western marks are service marks or registered service marks of Best Western International, Inc. ©2018 Best Western International, Inc. All rights reserved. 2/2018 QTY. 600