



Exceptional Service. Elevated Style.



Over 4,200 hotels in 100 countries and territories worldwide.* Discover everything Best Western® Hotels & Resorts can bring to your investment portfolio – talk to us today.

bestwesterndevelopers.com | 800.847.2429



A notably refined experience for the savvy leisure and business traveler.



Welcome to the Premier Life®

*Numbers are approximate, may fluctuate and include hotels currently in the development pipeline
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Setting a Higher Standard.



A smart choice for developers competing in an upscale market — well supported by seven decades of investment leadership.



Travel that's a cut above the ordinary.



Brookfield, WI

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.

For over seven decades, Best Western Hotels & Resorts has continually raised the standard with competing hotels to remain viable in the upscale hotel market. Developing a Best Western Premier strategically positions you to attract savvy business and leisure travelers who want a higher level of amenities and services a Best Western branded lifestyle hotel affords.



Financial Stability.

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

Best Western Premier® North America

Fiscal Year 2017

ADR	\$131.38
RevPAR	\$93.63

Source: STR

Best Western® Hotels & Resorts

Fiscal Year 2017

Total Brand Contribution	70.3%**
BWR Contribution to North American Hotels	44.0%



5x Top Ranked Loyalty Program

Flexible Options.

Stylish design, robust amenities and personalized service are the hallmarks of a Best Western Premier®. Built upon Best Western's firmly-entrenched foundation of value, Best Western Premier is thoughtfully designed to meet or even surpass the elevated expectations of a more affluent travel market.

Best Western Premier Hotel Amenities Include:

- Stylish hotel design with detailed finishes
- On-site dining and cocktail bar
- High-end guestrooms and suites
- Modern amenities & features
- Modern and unique exterior designs
- Premium linens and towels
- LCD or plasma television with high-definition channels
- In-room safe, refrigerator, microwave and premium clock radio with MP3 connection
- Boardrooms and meeting spaces
- Well-equipped business center
- Energizing fitness center

FAST COMPANY **#6** The World's Most Innovative Companies

Best Western® Hotels & Resorts Offers:

- Award-winning and fast growing loyalty program—Best Western Rewards® (BWR®)
- Industry-leading Mobile & eCommerce
- Highly qualified support teams
- Competitive fees