



announcing the **BW Premier**
COLLECTIONSM

The BW Premier Collection continues Best Western International's rich history of providing guests with unique and local hotel experiences around the world. The BW Premier Collection consists of carefully selected upscale hotels that share our commitment to delivering an exceptional and unique travel experience. The BW Premier Collection provides independent hoteliers the opportunity to retain their local identity and individuality while harnessing the power of the The World's Largest Hotel Chain®.





Everything to Gain

Benefits

As a BW Premier Collection hotel, independent hoteliers in primary markets will gain access to our \$4.1 billion global reservation system; our award-winning and fast growing loyalty program, Best Western Rewards®; and the power of our industry-leading mobile, eCommerce and technology resources.

You maintain your independence while locking-in all the advantages of The World's Largest Hotel Chain® with more than 4000 hotels located in more than 100 countries and territories around the world.*

Our low fee structure will improve your profitability and reduce your reliance on third party distribution channels.

Requirements

Upscale hotel located in a primary or destination market

AAA 3 diamond or above hotel rating

No Property Improvement Plan (PIP) required

Minimal branding requirements

Conditions

Commission fee structure based on revenue generated

Four year contract

À la carte services

Participate in all the offerings of the brand

A sample of services listed below that you can take advantage of to improve your business and increase your return on investment including:

Best Western Supply and access to over 500 suppliers with unbeatable pricing

Best Western Studio Design

State of the art revenue management tools

Industry leading education and training programs

Worldwide sales leveraging the power of our massive global infrastructure

eCommerce services to maximize exposure and drive revenue

Customized digital marketing programs

And many more services

Contact

For more information call **800.847.2429** or visit **bestwesterndevelopers.com**

Best Western International